

PARKER  
PEN

# SHOPTALKER

2 January 1979

for  
Parker Pen  
Employees

Issue 919

At a regular meeting of the Board of Directors held December 20, a quarterly dividend of 15 cents per share was declared on Parker common stock. This represents a five percent increase in the cash dividend payout, since the 15 cent rate will be paid on new shares received as a result of the five percent stock dividend distributed on December 1. It is the second cash dividend payout increase within the past year.

In another action, Mr. J. Reed Coleman, President of Madison-Kipp Corporation, was elected to the Parker Board of Directors. He brings the number who serve to nine. Parker also has four Directors Emeriti: NORMAN BYFORD, BRUCE JEFFRIS, KENNETH PARKER and CARL PRIEST.

URBAN "BUD" CANFIELD (Northern Division Manager) has assumed new duties as Manager of National Marketing Services in the North American Area. The promotion, effective January 1, was announced by BAYARD RENNINGER (Director, National Marketing), who said Canfield's basic responsibilities include supervision of marketing plans, the development of new products, packaging, displays, advertising, etc. During his ten years with Parker, Canfield has held various sales and sales management posts.

In another promotion effective January 1, REED TAYLOR (Marketing Services Manager: Middle East, Europe-Africa) joined the Latin American Area as Regional Sales Manager for the Caribbean. Taylor, who will relocate in Fort Lauderdale where an office has been established for Central American/Caribbean sales supervision, reports now to LUIS MACHUCA (Latin American Region Sales Manager).

All four Parker advisors accompanied JAPAR members who toured Arrow Park on Thursday, December 21. Lunch followed at "Nino's Steak Round-up." Hosts for the special occasion were RON ANDERSON (Engineering), JACK BIDDICK (Corporate Insurance Administration), ED LITTLE (Creative Services), and DENNIS PORTER (Manufacturing Controllershship).

Building on a highly successful Christmas promotion, the Parker Junior Achievers will feature their mahogany jewelry box at two "trade shows" coming up in the near future. Look for JAPAR at East Towne Mall, Madison, January 20-21, and at the Janesville Mall February 3-4.

Rebutting a criticism which appeared in a Milwaukee newspaper, postal worker Cynthia Repinski said that missent or lost mail is not always the fault of the postal service; sloppy handwriting, unsealed letters that lose contents, incorrect ZIP codes, etc., contribute to the problem.

## PEOPLE TALK

Anyone who has a Parker team trophy which might be displayed in a case now in planning stages is asked to contact JIM KUKUK (Manager, Production Engineering and Tool Design). Kukuk, who is coordinating the consolidation of trophies, said the case will be placed in Arrow Park's south lobby and that a focal point will be the sterling silver Montor Cup which is awarded annually to the Parker Athletic Association "Sportsman of the Year."

# SHOPTALKER

8 January 1979

for  
Parker Pen  
Employees

Issue 920

A brisk holiday gift-purchasing season in the U.S. and abroad, with Parker's premium-priced writing instruments enjoying particular strong demand, along with substantial growth by Manpower during the recent quarter, resulted in record third-quarter gains in sales and earnings for Parker's worldwide writing instrument and temporary help services operations.

Announcing the latest figures jointly, Chairman GEORGE PARKER and President BILL SWANSON reported sales for the third quarter ending November 30 totaled \$153,532,000 for a 33.8 percent increase over the \$114,750,000 recorded in the same period a year earlier. Earnings from continuing operations for the quarter improved 36 percent to \$10,448,000 (\$1.25 per share), up from \$7,680,000 (\$.93 per share) a year earlier.

Consolidated figures for nine months showed sales up 31.3 percent to \$404,238,000, while earnings from continuing operations grew 32.6 percent to \$22,668,000 (\$2.72 per share) from \$17,098,000 (\$2.07 per share) for the same period last year.

Announcement has been made of the promotion of DAVID GRIFFITHS (Marketing Planning Manager) to the position of Manager of Marketing Research and Planning for the North American Area. WILLIAM JUDD (Director of Marketing Planning and Logistics) said Griffiths, in addition to his present duties, has assumed responsibility for research and information collection as they relate to the marketing function. The promotion was announced on December 27.

New faces at Parker are those of ROGER DIDERICH who on December 28 joined the Manufacturing Division as Production Scheduler, reporting to ROBERT REYNOLDS (Scheduling Supervisor/Planning and Control; DEBRA MESSNER, who on January 2 also joined the Division as Secretary to IVARS PETROVSKIS (Director of Corporate Manufacturing Services); and JO ANN COEHOORN, who began work the same day as a Lab Technician in Applied Research, Research-Corporate Quality Division, where she reports to FRANK MEINHARDT (Director, Applied Research). Also on January 2, JOHN BANDSMA joined the Finance Division as Corporate Staff Accountant. He reports to BILL HUBER (Manager, Corporate Accounting).

For those who might have opportunity on Tuesday, January 9, to watch the Phil Donahue Show, watch for an oldster by the name of Loretta Tupper who, a number of years ago, participated in a series of Parker TV commercials. Donahue will run the commercial during his interview of actress Tupper to illustrate the point that elderly people can, indeed, start a career late in life. Donahue's show airs at 11 a.m. over CBS stations.

Heat generated by an electrical fire in a transformer located adjacent to Sintered Specialties triggered the sprinkler system inside, resulting in an estimated \$20,000 loss. According to JOHN ANDERSON (Vice President/Panoramic, General Manager/Sintered Specialties), damage was confined largely to electrical panels in the building and to a portion of the exterior near the fire site. He said the incident, which occurred on Saturday, December 30, did not affect production.

Commenting on classroom temperatures of 62° or below, the president of Minnesota's Education Association said: "How would you like to be graded on your penmanship when you're shivering from the cold?"

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# SHOPTALKER

15 January 1979

for  
Parker Pen  
Employees

Issue 921

A recent survey of 5,500 Parker shareholders produced 2,852 replies, or slightly over 50 percent. From answers supplied by respondents, it was possible to determine that the typical Parker shareholder lives in Wisconsin, is male and married, and has a family income of \$30,000 or more. The composite shareholder also indicated the origin of his interest in Parker as an investment was another Parker stockholder, and that he owns under 500 shares. He first invested more than ten years ago, and gave long-term gain as the primary reason for owning Parker stock. He also indicated that he read most or all of the company's interim and annual reports. Interestingly, age was not a pre-dominant factor in that all but 140 respondents ranged from 25-to 65 and over.

Questionnaires were returned by shareholders in every state except Utah and Wyoming. For participating in the survey, Parker shareholders received an "Annual Report That Writes" Jotter.

To keep its listeners informed on one of the area's leading industries, WCLO/WJVL-FM late in December aired the first in a series of monthly reports on The Parker Pen Company. Subsequent reports will also cover marketing, product and employment news of general interest to the community and to the area at large. For several months, the station has been reporting similarly on GMAD. Tune-in times will be announced in advance when possible.

A high-ranking group of African officials responsible for the economic policies of their governments were presented with Parker 75 pens when they met recently with corporate executives from multinational enterprises of Europe and the U.S. The stated aim of the successful Dakar Consultation was to "discuss new approaches in cooperation for expanding socially desirable economic developments on a basis of mutual advantage." Recipients of the commemorative gifts were the President, Prime Minister and other key officials of the Republic of Senegal, representatives of the United States Centre for Transnational Corporations, and the American Ambassador to Senegal, all of whom played a major role in the pioneering Dakar Consultation.

An Advance Manufacturing Process Development Department to be headed by LLOYD HORNBOSTEL (Manager, Manufacturing Engineering), and an Advance Quality Engineering to be headed by DICK WEISGERBER (Quality Engineer), has been announced by JIM HULL (Director, Manufacturing and Product Development for North America). Both functions will report to RAYMOND SPAULDING (Manager, Product Development). Spaulding also indicated that a Continuation Engineering function has been added to the Product Development Department headed by DALE THOMPSON (Supervisor, Product Development).

Progress in the Court Street renovation was apparent last week as the Milwaukee Street parking lot opened officially, and the Test Run Facility relocated in space vacated by Sintered Specialties in the Panoramic building. PHIL HULL (Vice President/Manufacturing and Facilities), project coordinator, said work on the Colvin and Helgesen buildings is proceeding and that both should be ready for occupancy early in March.

Hull said these moves and others to follow initiate the domino-toppling process that will vacate Court Street space for area-by-area renovation over the next couple of years.

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22 January 1979

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Issue 922

Amid recent news concerning the re-establishment of diplomatic relations between the United States and the People's Republic of China, Wisconsin companies are eyeing business opportunities in China. Capital equipment and technology rank first on China's buying list, while consumer goods -- like pens -- rank very low. According to ROGER AXTELL (Vice President/Latin American Operations), who was an early visitor to China in 1976, the Chinese would prefer to make consumer goods themselves, rather than import them. In a recent article in the Milwaukee Journal, Axtell was quoted extensively on the subject:

"There is a great potential for writing instruments in China, where approximately 70 percent of the people are literate. Typewriters are not very practical because of the way characters are written in the Chinese language, so pens are in great demand."

Axtell said also that about 70 percent of Parker's pen business is in foreign sales, much of it in the Far East, and that until the Communist takeover in 1949, China was a good market for the company's products. "With a population of nearly a billion people," he added, "it's a market that cannot be ignored."

An organizational restructuring of the U. S. National Division has been announced by JOHN GEARY (National Sales Manager), who stated that the change from four sales regions to three will permit Parker to respond better to rapidly changing markets. More importantly, he said, it will allow each market segment to be approached in a specialized manner, as well as adding volume and providing greater support for Account Managers.

Managers of the three new regions are ROBERT ENOCHS, Western; KENNETH FOBES, Central; and EDWARD CLARK, Eastern. A Field Sales Manager and Sales Development Manager in each region will help coordinate the introduction of new products and implement strategy and programs at the field level.

"We are now organized for the 1980's," said Geary. "It will be a time of challenge and excitement, and we look forward to it with enthusiasm."

Beginning January 4, Parker payroll checks had a "new look," with an easier-to-read, straight-forward itemization of employe earnings and deductions. The recently adopted system, which replaces one in use for fifteen years, is the first packaged system purchased by Parker from a vendor of "soft ware," according to JIM ZIGLER (Supervisor, Payroll Operations). He indicated that the new system not only has modular provision for updating withholding tax information in the 26 states in which Parker employes live, but also provides the additional capacity needed to keep pace with the growth of earnings and deductions. "For several reasons having to do with personal and corporate finance, the new system should have definite advantages for the employe and the company," he said.

Zigler indicated that direct deposit of payroll checks had to be suspended during the changeover period, but that the practice will resume as soon as clearance is received from the Banking Association. Direct depositors will be advised when the new system is operational.

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Issue 922 - Continued

In a promotion effective January 16, JERRY SOMMERFELDT (Staff Accountant/North American Finance) was named General Accounting Supervisor. DAVID REINERT (Manager, General Accounting and Budgeting); who made the announcement, said Sommerfeldt will be responsible for accounts payable, general ledger, fixed assets, statement preparation, and other support functions.

New in the North American Marketing area is HEINKE HOENCK, who on January 16 became Secretary to MICHAEL MUELLER (Manager of Customer Services).

Joining the Manufacturing Division today is D. BRUCE KERR, who as Manager of Industrial Relations will be responsible for Arrow Park, Graphics and Trent industrial relations matters. He will report to JIM HULL (Director, Manufacturing and Product Development for North America). Kerr comes to Parker from the Krack Corporation in Addison, Illinois.

Nearly thirty years ago, Norm Thompson and his son-in-law, Peter Alport, began selling fishing flies by mail, and a business was born. Calling attention to the firm's anniversary, a special "birthday wrap" is attached to the outside of the new Fall and Winter catalog. The wrap features a candle-light cake in the shape of NT's ram's-head symbol, and contains a cross-section of products from the catalog which through February 25 may be purchased at great saving.

By way of explanation, cover copy proclaims: "This birthday celebration is our way of thanking our established customers for their valued patronage, and encouraging our new friends to 'Escape from the ordinary.'"

January 23 has again been designated "National Handwriting Day" by the Writing Instrument Manufacturers' Association to call attention to the continuing deterioration of handwriting in this country. Although he admits it is fitting to use John Hancock's birthday as the occasion for launching a national i-dotting, t-crossing campaign, UPI columnist Dick West took opportunity to tie handwriting skill to tennis, maintaining that both employ the same 500 or so muscles, and that handwriting, like tennis, consists of a number of different strokes.

West says it is probably no coincidence that the sharp degeneration of penmanship in America coincides roughly with the abrupt rise in the popularity of tennis, and his tongue-in-cheek article concludes with the suggestion that the sponsors of National Handwriting Day determine through research whether there is any correlation between tennis elbow and writer's cramp. "It would," he said, "make the day truly meaningful."

By way of the Soviet news agency in Moscow comes a report that researchers at the Institute of Ancient Manuscripts in Armenia have found evidence that the idea of a fountain pen was conceived centuries ago. The researchers reportedly found an 1166 A.D. manuscript illustrating a writer with the prototype of the modern writing instrument -- a bamboo stick with an empty ball inside. One copyist is said to have boasted of his ability to write 900 lines while dipping his pen into the inkstand only once. The item was sent in by Director Emeritus CARL PRIEST.

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29 January 1979

for  
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Issue 923

An item in the most recent bulletin from WIMA states that industry employment and hourly earnings both reached highs in 1978, with total employes crossing the 35,000 mark for only the third time in the history of this industry. Figures just released by the Bureau of Labor Statistics of the U. S. Department of Labor indicated the new record high of 35,200 employes peaked in October. It stated also that for many years, employment has remained fairly constant in the Writing, Marking Instrument and Art Material industry, to which Parker belongs.

WIMA statistics also indicated that the average weekly earnings within the industry have risen from \$55.48 in 1951 to \$197.15 in October of last year.

"As the international portion of our business continues to grow at a rapid rate, we are building an expanded world headquarters staff to deal with the myriad of governmental, legal and operational questions that arise daily throughout the world," said MITCHELL FROMSTEIN (President/Manpower) in a news item which appeared last week. The statement was made in connection with the naming of JOEL BILLER as a vice president and member of Manpower's International Executive Staff.

Manpower, considered the world's largest supplier of temporary help by virtue of its 700 offices in 33 countries, cracked the \$500,000,000 mark in fiscal year sales from company-owned and franchised operations. Effectiveness of management and the impact of creative marketing are given credit for Manpower's continuing success.

Officials of Parker-Argentina recently sent to ROGER AXTELL (Vice President/Latin American Operations) a political cartoon showing a pensive businessman saying, to himself: "It's very curious. In spite of inflation, Vat 69 and Parker 45 have not changed their names." Axtell said the cartoon is particularly meaningful in view of the fact that Argentina's rate of inflation last year was 200 per cent. About the cartoon, Axtell said it is quite obvious that Parker and the 45 pen are widely known and recognized in Argentina.

An old Italian's recollection that Parker at one time purchased a counterfeiting factory in Bologna is just that -- bologna -- according to a letter written to Dun's Review by Ian Kerr, New York PR consultant. In a previous issue, the magazine had elaborated on the history and prevalence of counterfeiting in Italy, with the author making the erroneous and misleading allegation above. As the old saying goes, "No matter how you slice it, it's still ..."

On the sober side of the situation, industry efforts to restrict trade in counterfeit writing instruments through the President's Special Trade Negotiator, Ambassador Robert S. Strauss, have not been encouraging. Cooperation of the countries where counterfeiting is prevalent is difficult to obtain, Strauss said, but the U.S. will continue to work for their full participation in an attempt to terminate such trade. A Common Market study commission will begin meetings soon on the problem.

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Issue 923 - Continued

En route to Europe on an annual buying trip, four representatives of Duty Free Shoppers Ltd. arrived in Janesville on Tuesday, January 23, for business conferences and a tour of Arrow Park. The conferences came off on schedule, but the tour on Wednesday had to be cancelled when extreme snow conditions forced closing of the plant.

According to Parker host JIM MC CARTHY (Marketing Services Manager, Duty Free), the visit of Wally DeKuyper and Mari Romeo (Honolulu), Leo Jensen (Guam), and Bernadette Chow (Hong Kong), turned into a "real winter adventure" when a four-wheel drive Blazer belonging to JOHN GEARY (National Sales Manager) had to be commandeered to get the group to Madison in time to catch their flight to New York.

More on National Handwriting Day which was celebrated on John Hancock's birthday, last Tuesday. A press release which issued from WIMA's press relations office asked everyone to help stamp out illegibility by writing the following sentence on a three-by-five piece of paper and mailing it to a friend, relative, business associate or doctor: "I will write more legibly if you will, too." Purpose of the exercise, of course, was to provoke people's awareness of bad handwriting, especially their own.

Speaking of the medical profession and its reputation for writing illegible prescriptions, a syndicated columnist by the name of Norman Malmon claims that, while Latin terms are still used in writing prescriptions, most problems for pharmacists come from poor handwriting, or misspelled drug names. He said several trade magazines feature a monthly column of hard-to-read prescriptions sent in by pharmacists challenging other pharmacists to decipher them.

Too, doctors of the Kaiser-Permanente Medical Care Group in Oakland, California, are being offered courses on how to improve their handwriting. The course handbook warns that malpractice risks may increase with poor penmanship which, in turn, "may be dangerous to your wealth."

Soon to be available is a cook book compiled by URW Local No. 663 which will sell for around \$4. Prime movers in the project are KIM STRICKERT, JEAN MC CARVILLE and VERA JENNINGS (Final); SANDY VINCENT (Metals); and COLLEEN NEGUS (Gold Nib).

## PEOPLE TALK

During the month of January, a 40-year service milestone was reached by GENEVIEVE JOYCE (North American Area Marketing), while ROBERT FREDENDALL (Planning and Control) completed 35 years with the company.

Retiring at the end of January is C. EDWARD BOGGS (Vice President/Far East Area), who has been with Parker 38 years and five months.

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# SHOPTALKER

12 February 1979

for  
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Issue 925

A change in the marketing of Parker writing instruments and Garrick glassware through advertising specialty and premium trade channels in the U. S. has been announced by WILLI SIEBERGER (Vice President/North American Writing Instrument Group), who said a new company to be called Parker-Garrick, Inc., and headquartered in Dallas, Texas, will have responsibility for all marketing, sales and imprinting operations presently being done in Janesville and Fort Lauderdale. He indicated that the actual consolidation of operations will take place over a period of three months, with the new organization expected to be fully operational by June 1.

Sieberger stated that formation of the new corporation, to be headed by SAM JAFFA (President/Garrick), will result in improved service to customers and marketing programs geared to the unique requirements of the specialty advertising business. He said it should, as well, yield increased productivity and improved profitability through consolidation and specialization.

Also announced were the following appointments: GARY DIETERICHS to Marketing Manager of Parker-Garrick, DON MILLER to National Sales Manager-Advertising Specialty, HANS VON ALLMEN to the post of Administrative Manager, and KARL ZALAZNIK to the position of Art Director. All four will relocate to Dallas in the near future. Simultaneously, it was announced that RUSS FRENCH has been named Sales Manager-Business Awards, a new position in the U. S. National division which will have responsibility for developing the Parker market in the burgeoning service award field, a \$150 million industry in which Parker currently is represented only nominally.

Included in organizational changes within the Manufacturing Division announced early in January was the promotion of JAMES KUKUK (Manager, Production Engineering and Tool Design) to the position of Manager of Manufacturing Engineering. In his new capacity, which carries responsibility for Plant Facilities, Production Engineering and the Toolroom, Kukuk reports to JIM HULL (Director, Manufacturing and Product Development for North America).

Early in February, two new Production Schedulers reported for work in the Manufacturing Division's Planning and Control Department. They are STEVEN REDMER who, until he joined Parker was with Enerpac, a Butler, Wisconsin, firm; and MICHAEL STRATY, who came to Parker from Oster, Milwaukee. Both report to BOB REYNOLDS (Scheduling Supervisor).

## PEOPLE TALK

Thirteen-year-old Ann Marie Johnson, daughter of MARY JANE JOHNSON (Service), for the past two months has been "sister" to another 13-year-old, Lissette Maria Cuevas Toledo from Managua, Nicaragua. Lissette's visit, sponsored by the Lions Club to which fathers of both girls belong in their respective cities, took place during Managua's school vacation period. Both the Johnsons and Lissette were surprised to discover some two weeks after her arrival that Lissette's real sister, Vicki, 16, had been assigned to a home in the same block. Their visit in Janesville concluded last week.



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# SHOPTALKER

19 February 1979

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Issue 926

A ten-day trip to the People's Republic of China has just been concluded by PHILIP HULL (Vice President/Manufacturing and Facilities) who, with DONALD LUKE (Vice President/Asian Operations) and MICHAEL PAI (Far East Area Manager), exchanged preliminary information on technology, products and trade possibilities with Chinese officials. On the itinerary were the commercial centers of Hong Kong, Shanghai and Peking, capital city of the PRC. Commenting on the trip, Hull said:

"We were amazed by the apparent size of the writing instrument market; virtually everyone carries a pen of some kind, the highest priced being a well-made copy of the Parker 51. We visited factories producing immense quantities of fountain pens, ball pens and ink. The Chinese are very interested in improving their technology, and are now pushing en masse toward the lofty agricultural, mechanical and scientific goals set by their leaders for attainment in this century."

The Wisconsin State Journal Economic Report for '79 devoted almost a full page to The Parker Pen Company. Of the two articles making up the Parker story, the first emphasized the company's ability to change with the times, quoting extensively ELMER GLYNN (General Foreman, Second Floor & Metals), who in 42 years with Parker has seen the manufacture of writing instruments evolve into the sophisticated process it is today.

In the second article, reporter Mary Teresa Willson described the craftsmanship, precision and intricacies of production observed during an "information-packed tour" of Arrow Park. With the assistance of JANET KNOKE (Gold Nib), Ms. Willson tried her hand at nib-fitting, a process which combines a nib, feeder and collar into an assembled unit. Knoke, by way of contrast with Glynn, is a relatively new Parker employe; she began work here in November.

Preceding discussions regarding Parker office operations, twenty members of the Phi Beta Lambda professional business sorority from the University of Wisconsin-Whitewater toured Arrow Park on February 9. The question-and-answer forum was conducted by MARION HILL (Personnel Administrator) and DOLORES DILLEY (Secretary to Director of Manufacturing).

Along with 12 other companies, JAPAR on Saturday and Sunday, February 3-4, exhibited its wares at a Junior Achievement Trade Fair held at the Janesville Mall. Sales of mahogany jewelry boxes during the weekend amounted to \$223. According to JACK BIDDICK (Manager, Corporate Insurance), who heads the Parker team of advisors, the group's current project has had through January gross sales of \$3,133. He said JAPAR will continue to market its remaining inventory of jewelry boxes, and that during the next two months also will sell the popular tomato rings introduced last year.

Handwritten originals of the Bill of Rights and the 11th Amendment, and a rare, engraved copy of the Declaration of Independence, turned up recently in a dusty New Hampshire statehouse vault. After authentication, they were declared to be "priceless."

PARKER  
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# SHOPTALKER

26 February 1979

for  
Parker Pen  
Employees

Issue 927

"A company succeeds to the degree that its employes competently and skillfully meet established goals. Success comes more readily when there are a large number of long-term, blue-chip people on the job, getting better and better at their work year after year."

-- George Parker, Chairman and  
E. William Swanson, President

Service awards go today to Parker/Janesville employes who have been with the company from five to more than 55 years. The program launched last Fall culminated in the declaration of an official "Employee Recognition Day" -- a mass salute to the 865 individuals at Arrow Park and Court Street who compiled five or more years of tenure on the job. Commenting on the special day and its activities, E. H. SEIBERT (Vice President/Personnel) said:

"The commemorative items presented today are tangible evidence of the company's appreciation for the long-term employe whose broader experience and knowledge contribute to the continued growth of the company. It is an interesting fact that, collectively, this group represents almost 18,000 years of service to Parker. In behalf of the company, I want to thank each of you for your loyalty, and commend the group as a whole for its commitment of time and effort. We trust the years have been mutually rewarding."

Representing Parker at the annual NAWID meeting held this year at Palm Springs, California, were WILLI SIEBERGER (Vice President/North American Writing Instrument Group), BAYARD RENNINGER (Director, National Marketing), JOHN GEARY (National Sales Manager), and "BUD" CANFIELD (Manager, National Marketing Services).

The National Association of Writing Instrument Distributors is made up of 35 member companies which distribute writing instruments and other products in the U.S. During the meeting, which ran February 12-16, plans for the back-to-school selling period were discussed.

A "Forbes" magazine article in February featured the temporary help services, mentioning that it is a \$100 million industry, and that Manpower is number one among the giants. It also indicated that, during the past four years, temporary help companies have been acquired by Parker, H&R Block, Greyhound Corporation, and Colonial Penn. Recessions, the article stated, shake out the weak, and the strong who remain can't help but get bigger. Having proved the concept is workable, firms like Manpower are expanding their range of services, moving up the skill ladder from secretaries and file clerks, the traditional staples, into health-care personnel, paramedics, accountants, legal secretaries and government workers.

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"For today's children, it's readin', writin', and replacin' batteries in the calculator." -- From the Milwaukee Journal green sheet

PARKER  
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# SHOP TALKER

5 March 1979

for  
Parker Pen  
Employees

Issue 928

Safety for many years has been an important consideration in the quality of all Parker products, so much so that in 1974 a formal Product Safety Committee was appointed. This committee was given a three-fold purpose: (1) To monitor development in the product safety area; (2) To serve as coordinator among divisions in matters of product safety; and (3) To serve as a communications device between Parker and the Writing Instrument Manufacturers Association.

In addition to making certain that extensive safety-oriented testing precedes introduction of new products, the Committee also monitors products after release. As part of its function, the Committee issues reports on the subject of product safety, the most recent of which provides guidance for handling a complaint or allegation in the unlikely event it is suggested that a Parker product might represent a safety hazard. Briefly, this report asks anyone receiving a communication of this type to notify his immediate supervisor who, in turn, should contact the Product Safety Committee for appropriate follow-up.

Current members of the Product Safety Committee are HOWARD HERRIOT (Legal), MEL GOODELL (Manufacturing), JOYCE ARCHER (North American Marketing), and RAYMOND SPAULDING (Product Development). FORREST BECK (Research-Corporate Quality Assurance) is chairman of the group.

Who wants erasable ink? Mainly Paper-Mate, if opinions expressed by the press and the writing instrument industry in general are taken literally. Most think the product just announced by the Paper-Mate division of Gillette Company will write lots of red ink despite the hard-sell planned for "Eraser Mate" when it is introduced this Spring. Made of rubber cement, coloring pigment and lubricants, the new ink is said to have been developed at a cost of several million dollars over a period of ten years.

"People use ink-writing instruments to get a permanent record," said WILLIAM JUDD (Director of Marketing Planning and Logistics). "Erasable ink is an apparent attempt to cross the pen and pencil. Building a market for it won't be easy." Printed on the "Eraser Mate" package is a warning from the American Bankers Association that the product not be used for signing checks or other negotiables.

Continuing a gubernatorial tradition, Governor Lee Dreyfus placed an order for 1,000 Parker pens for special-occasion use, the first of which debuted when on February 21 he signed the \$942.3 million tax cut bill into law. On the barrel of the white Systemark Special is the logo used during his successful "whistle-stop" campaign -- a red vest surrounded by an outline of Wisconsin in blue. The stylus filler contains red ink.

## PEOPLE TALK

Service anniversaries were noted in February for PHILIP HULL (Vice President/Manufacturing and Facilities, 45 years; JOHN MASTERSON (Metals), 35 years; and LAURENCE WORLUND (Toolroom), 25 years.

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12 March 1979

Issue 929

As part of the surge plan to begin remodeling of corporate headquarters, about 70 employees of the North American Area Marketing Group reported to new quarters in downtown Janesville this morning at 100 East Milwaukee Street, referred to as the "Helgesen Building." Personnel of both National and U.S. Export areas of the Group are located on the top floor (6th), with about 20 employees of Export Order Writing and Customer Assistance Department on the 3rd floor. The office of WILLI SIEBERGER (Vice President of the Group) and a conference room are located on the 4th floor of the rented facility. Latin American Area executive and administrative personnel will be assigned to space on the 2nd floor of the Court Street facility. Remodeling work will begin as soon as possible on the vacated fourth floor.

In other moves associated with the refurbishing program, a dozen employees of the Service Department, formerly situated at Arrow Park, have recently been moved to permanent quarters on the 1st floor of the recently remodeled Colvin building at the midtown complex. As soon as the elevator is functional, the Archives, Central Filing, Microfilm and Reference Library areas will relocate in space on the lower level and 2nd floor of the Colvin facility. Employees of Product Development at Arrow Park will move into the area vacated by the Service Department as soon as a refurbishing effort is completed there.

According to CHARLES ZINSMASER (Vice President of Corporate Planning), who is coordinating the surge plan for the project, employees of NAA Marketing will be in the Helgesen Building for "about 2½ years during the refurbishing project." Phone numbers of all employees involved in relocation will remain the same at this time.

NORMAN AULABAUGH has been promoted to the post of Director-Management Information Systems for the North American Writing Instrument Group, reporting to DAVE BAUM (Controller of the Group's operations). Mr. Aulabaugh succeeds R.E. ARN, who has announced retirement effective April 1. Mr. Aulabaugh joined Parker in 1973 and was named Manager - Systems Development in 1978. He has earned Bachelor and Master of Science degrees in management at Northern Illinois University.

JUNE LOERTSCHER (Gold Nib) earned top honors in competition for 1979-80 Parker Pen Tour Guide team. Eleven others selected last Wednesday from the 28 nominated were: KRIS ANDERSON (Maintenance), NANCY BRAUN (U.S. Export), JO ANN BRUEGGER (NAA Marketing), CATHY CHRISTOPH (NAA, Financial), NANCY DAHL (Quality Control), DEBORAH DEEGAN (Manufacturing, Controller), STEVEN HEIKKENEN (Research), MARY JANE JOHNSON (Service), SHELDON LLOYD (Screw Machine), ANN NOVACHEK (U.S. Export), CHUCK ROTE (Shipping). Judges for this year's competition were CYNTHIA SIMPSON (Quality Control), PEGGY HELWIG (Final Assembly), MEL GOODELL (Quality Control), HERB HUEBNER (Personnel) and CHARLES ZINSMASER (Corporate Planning). Program coordinator for the Tour Guide program is DOROTHY THOMAS (Corporate Relations).

# SHOPTALKER

19 March 1979

for  
Parker Pen  
Employees

Issue 930

A reorganization of the U. S. Export Division, formerly called International Marketing, has been announced by PHIL RITZ (Director, U. S. Export), who said the action in support of a company program to decentralize marketing responsibility was effective March 1. Under the new structure, three departments report to Mr. Ritz: Duty Free Market Development, Administration, and Customer Services, managed respectively by JIM MC CARTHY, CHRIS MARQUEZ and TOM SEVERINO. Under the latter's supervision are Customer Assistance headed by BEVERLY NELSON, and Order Processing supervised by ISLA SCHUMACHER.

With the shift of marketing responsibility to the four Areas which make up Parker's world-wide operation, U. S. Export will be concerned majorly with the forecasting, planning and executing of orders for export from Janesville.

Mr. Ritz said that, as a result of the restructuring, many people within the U. S. Export operation have assumed different roles.

Parker employes received recently a brochure setting forth in formal code statements of Business Principles and Corporate Integrity to which the company has adhered in the past, and to which it will adhere in the future. In an accompanying letter, GEORGE PARKER stated that the code will provide firm operating guidelines for management and for all employes in the U. S. and abroad. He stressed the fact that for 90 years The Parker Pen Company has tried to conduct its affairs with high purpose and integrity, and that honesty and fair dealings are timeless and fundamental.

During the last calendar year, a total of 4,126 visitors took the guided tour of Arrow Park. Add to that some 4,000 employes, their families and retirees who helped celebrate Arrow Park's 25th anniversary, and a smattering of special-interest tours conducted by engineers or other Parker personnel, and you have a figure well over the 8,000 mark. As is customary, visitors going through the plant with Parker Tour Guides peaked in August when 852 were logged in by CHARLOTTE MC WILLIAMS (Arrow Park Receptionist).

Groups comprised of business-oriented high school and college students, senior citizens, travel agency clients, and technology-related organizations make up the bulk of visitors in any one year, according to DOROTHY THOMAS (Corporate Relations), who supervises the tour program. Then there are the "walk-ins" which predominate during the summer months; individuals or families who also look upon the tour as an educational experience. "For Parker," Mrs. Thomas adds, "it's an opportunity to present the company and its products to several thousand potential customers each year."

"Some Oregon natives have an informal method of spotting newcomers to the state: They're the ones who use umbrellas. In terms of keeping the rain out, umbrellas can't be beat. But umbrellas are cumbersome, easy to misplace and tend to be pretty ugly. The hat is by far the best way to go; it's a classic for keeping out the damp." These statements were incorporated in a news item which described Norm Thompson's Irish Country Hat, a popular item at \$17.50.

# SHOPTALKER

Issue 930 - Continued

Recent additions to the Latin American Area are MARY ANN MC CARTHY, a Bilingual Secretary, and RICARDO VALLADARES, who became Marketing Coordinator on March 7. Both report to LUIS MACHUCA (Latin American Region Sales Manager). Others new at Parker are RONALD MAGNUSON, a Systems Analyst who reports to NORM AULBAUGH (Director, Management Information), and JUDE MULVANEY, who began work as a Chemistry Lab Technician in the Research-Corporate Quality Division. She reports to BARRY JONES (Staff Chemist). MARTHA DOPIK joined the North American Finance Division as Mail Clerk, replacing ELLEN WIEDENHOEFT who was promoted to an Order Processor position in U. S. Export. The former reports to MARVIN BARNES (Manager, Office Services), the latter to ISLA SCHUMACHER (Supervisor, Order Processing).

Also new at Parker is JEAN-PAUL MARTIN, who as a North American Area management trainee will gain work experience in Janesville, Dallas and Don Mills over the next several months. His training is being coordinated by BILL JUDD (Director of Marketing Planning and Logistics), to whom he reports. Mr. Martin is a native of France.

Forty-four Parker women attended "An Encounter With the Future," a one-day seminar held late in February at the South Beloit Holiday Inn. Welcomed by MARION SCHUMACHER, CPS (Military Sales), President of the sponsoring SWANI Chapter of National Secretaries Association, International, the 194 registrants heard former educator, teacher, administrator, consultant and author Harold Pluimer speak principally on perspective and communication.

At the annual meeting of the Parker Pen Credit Union on February 24, MEL MC CANN (Toolroom) and GERRY FISHER (Metals) were re-elected to the Board of Directors, and BILL MATHEWS (Planning and Control) was elected to his first term on the Board. HOWARD MEDROW (Manager, Accounting Data: Collection and Processing), Chairman, indicated in his state-of-the-Union message that assets of the organization are nearing the \$5 million mark, and that some 60 percent of PPCU's members are Parker employes. An overview of programs the Credit Union hopes to introduce in the near future was presented by TOM BARNES (Manager).

From David Menken, a student at New York University, comes the following testimonial: "It is unbelievable, but your reserve ink cartridge saved my life. Last Monday I was taking my first-year Contracts exam when I actually ran out of ink. Fortunately, the period was almost up and I had only a few pages to write. That ink reserve saved my law school career."

## PEOPLE TALK

E. STEWART SKIDMORE (Vice President/Latin American Area) on March 1 took early retirement after 26 years and six months with Parker. On April 1, ROBERT E. ARN (Director, Management Information) also will take early retirement after 14 years and 11 months with the company.

On January 4 of this year, the arrival of Jessica Kotwitz made first-time parents of SUE and KEVIN (Second Shift-Final Assembly), a grandfather of RAY SPAULDING (Manager, Product Development), a great-aunt of VIRGINIA FLINT (Second Shift-Final Assembly), and a great-grandmother of ALICE WELCH (Retired). If Jessica Sue could talk, do you suppose her first words would be: "Where can I fill out an application for employment?"

PARKER  
PEN

# SHOP TALKER

26 March 1979

for  
Parker Pen  
Employees

Issue 931

Introduced first at Spring sales meetings, then to the public at large via news release, the new Parker B-5 will soon be going out to dealers for sale over the counter. Matte black and contemporary in styling, the B-5 was conceived by Parker's German subsidiary, parts are produced in England, and final assembly is completed in Janesville. Marketing people here describe the Parker B-5 as "a bold looking ball pen with a bold clip" which did well in its introductory period in Europe.

According to URBAN CANFIELD (Manager, National Marketing Services), the "B" stands for Black and "5" designates the five marketable groups where the product should receive its greatest acceptance -- among the technically-oriented, students, young professionals and executives, and gift givers. Five retail trade classifications where consumers most likely will purchase the B-5 add weight to its name. Price tag on the B-5 is \$6.

Introduced simultaneously, and adding dimension to the Parker 25 Flighter line, is a matte black fountain pen and ball pen duo designated the 25B; they sell respectively at \$15 and \$10. At its launch last year in the U.K., the 25B had what is described as "a smashing debut and reception." Its future in the U.S. holds equal promise.

Three-year contracts have been ratified by URW Local No. 663, which represents 742 Arrow Park employes, and by IAM Local No. 1266, representing 76 Parker employes. President of the former group is MILDRED SMITH (Final Assembly), and Chairman of the Parker IAM Bargaining Unit is RICHARD MEAD (Toolroom). Both unions are AFL-CIO affiliates.

With the reorganization of the U. S. Export Division announced earlier this month, the following promotions occurred: VIVIAN SLOGGY (Area Order Coordinator) was promoted to Sales Administrator/European Area, and EDNA SANDS (Expediter) to Order Coordinator in Customer Assistance. Both report to BEVERLY NELSON (Supervisor, Customer Assistance). At the same time, BONNIE ANDERSON (Secretary) was promoted to the position of Product Administrator. She continues to report to CHRIS MARQUEZ (Administration Manager). New to the division is JEANNE MARQUEZ who, after a brief stint in the Latin American sales department, became U. S. Export Sales Administrator/Latin America. She reports also to Ms. Nelson.

DONNA NOWICKI, who handled export premium/ad specialty orders from Fort Lauderdale, has been appointed Export Manager for the newly-formed Parker-Garrick subsidiary. She will relocate in Dallas, where she will report to HANS VON ALLMEN (Administrative Manager).

DEANNA MC CULLICK (Machine Service Clerk) has been promoted within North American Finance to Accounts Receivable Clerk in Credit and Collection, a position which reports to GEORGE ROHRBACHER (Credit Manager). Replacing her is LYNDA CARLSON, a former Financial Division employe. She reports to MARVIN BARNES (Manager, Office Services).

PARKER  
PEN

# SHOPTALKER

Issue 931 - Continued

*Handwritten: Long list of names*

Under the direction of COLLEEN ADAMANY (Foreman, Second Shift, Second Floor), training and refresher courses are in progress for members of the 1979 Tour Guide group. Assisting her are MARY IANE JOHNSON (Service) now starting her third with the program, and CYNTHIA SIMPSON (Quality Control), Parker's "Top Tour Guide" for the past year. On Friday of this week, neophyte guides will demonstrate their new skills by taking experienced guides on a "dry run" of Arrow Park. After all neophytes have passed muster, regular scheduling with the full complement of twelve guides will be resumed.

DON DRAHEIM (General Superintendent), who coordinates the training at Arrow Park, said in regard to the program: "Tour guides selected each year annually take some 4,000 visitors through the plant. They do an excellent job; they are our good will ambassadors for Arrow Park and the company."

A recent edition of "La Flecha," a monthly newsletter published by Parker's Colombian distributor for its dealers, contained the following anecdote submitted by Senor P. Alfonso Martinez of the New World Bookstore in Cucuta.

"On a recent occasion, disagreeable for certain, my briefcase was taken from my automobile. It carried my passport, other identity documents, and my Parker 75 sterling set. Immediately, I advertised as follows: 'The person who stole my briefcase will find that it contains documents of importance to the owner. Whoever might find them, please send them to me and I will give a reward.' A few days later, I received in the mail all my documents with this note: 'Here are your documents. I am writing with this elegant and fine Parker pen, which is my reward. Many thanks.'"

J. Walter Thompson -- a Parker advertising agency in the U. S. and other markets since 1969, and during the period 1941-1955 -- racked up another record-shattering year, topping a total of 629 agencies in world billings and world income. Attesting to its position within its industry, JWT has 5,835 people in 62 offices, including 2,306 in 24 U. S. offices.

Bright yellow balloons floated skyward as operation "Big Launch" got underway this past week in area elementary schools. Finders of the balloons who write their names and addresses on attached cards and mail them back to the schools will receive personal letters in return. Designed to help students build their writing skills, the Weekly Reader project will award the school receiving the card from the greatest distance the sum of \$500.

St. Patrick's Day was celebrated at Norm Thompson's Thurman Street and Airport stores with green cookies, flowers, and accordion solos. In the limelight (NT's pun) were "Fronde," a toilette water pale green in color, and the popular Irish Country Hat. Customers were urged to bring in their originally-shaped hats, each was photographed wearing it, and the owner of the hat deemed most interesting was permitted to select his prize from among Irish items on sale in the store.



PARKER  
PEN

# SHOPTALKER

2 April 1979

for  
Parker Pen  
Employees

Issue 932

Announcement was made today of the retirement of HOWARD EGLI (President/Parker Canada) and the appointment of WILLIAM JUDD (Director of Marketing Planning and Logistics) to the position of Acting General Manager of the Canadian subsidiary. In making the announcement, WILLI SIEBERGER (Vice President/North American Writing Instrument Group) said Mr. Judd has held various marketing posts since joining Parker in 1952, and has been associated with the Canadian subsidiary for the past ten years as a marketing and financial planner and analyst. Mr. Judd and his family will relocate in Canada in the near future.

The Canadian operation is responsible primarily for the manufacture and sale of Parker products and Garrick glassware in Canada, with some export sales of writing instruments and ink concentrate to overseas distributors and licensees. Plant facilities are located at Don Mills, a Toronto suburb, where manufacturing, assembly and shipping operations are carried out, and where the marketing and sales staff is headquartered. Parker's Canadian subsidiary was established in 1923.

In the Helgesen Building on the corner of Main and Milwaukee, members of the National and U.S. Export marketing operations are adjusting to their new, and different, work environment. States C. E. ZINSMASER (Vice President/Corporate Planning), who is coordinating the logistical aspects of the Court Street building renovation, "Everyone seems to be adjusting well to the 'Open Office' concept which permits maximum adaptation to individual work needs and departmental requirements, and I want to commend the two groups for their cooperation during the move and the settling-in which followed." By way of welcoming its new tenants, Helgesen Realty "said it with flowers."

Mr. Zinsmaster added that in a plan of this type, there are no floor-to-ceiling walls to inhibit communication. Work areas are defined through the use of modular work-and-storage components which are suspended from support panels of varying heights.

He also indicated that some furniture and other items released by the marketing groups are being utilized by other divisions and subsidiaries, and that the remainder is being stored for future sale to employees and the public.

Pianist Lili Kraus struck a discordant note last week when she inscribed the soundboard of Wichita's Steinway piano after performing with the city's symphony orchestra. Angry Jim Clancy, director of community facilities, called it high-class graffiti, saying: "I'm not going to have people writing all over that magnificent instrument." He added that other notable musicians, such as Van Cliburn, have played Wichita's Steinway, and none had felt compelled to autograph the instrument.

## PEOPLE TALK

Six early retirements, all effective March 31, have been announced at Arrow Park as follows: From Shipping, ANN MULLIGAN who has been with Parker 43 years and seven months, and HELEN SCHLUTER who has been with the company 32 years, 10 months. From Final Assembly, MILDRED ANDERSON, who is terminating after 32 years and four months, MAXINE CALLISON, with the company 34 years and two months, and IONA BLUM who has been with Parker 28 years and five months. From Molding, PHYLLIS WILLIQUETTE, a Parker employee for 22 years, is retiring.

PARKER  
PEN

# SHOPTALKER

9 April 1979

for  
Parker Pen  
Employees

Issue 933

Mr. Kenneth Parker, former president and chairman of The Parker Pen Company, died unexpectedly at his home in Pompano Beach, Florida, on Thursday, April 5, 1979. He was 83 years old.

Born in Janesville in 1895, Kenneth Safford Parker was the son of George Safford Parker, founder of The Parker Pen Company. He assumed the presidency in 1933, and became chairman of the Board of Directors in 1952. Mr. Parker's active association with the firm ended with his retirement in May, 1960.

On Tuesday of last week, within the space of a few hours, heavy machinery demolished the concrete block building on Division Street which formerly housed the Test Run and Premium operations. By the end of the week, front-end loaders and trucks had cleared the rubble, and leveling of the area resumed. Starting point for the project was removal of the quonset and loading dock on the north side of the Court Street office building.

Coordinator of the renovation C. E. ZINSMASER (Vice President/Corporate Planning) said members of the Latin American Area and Internal Audit Department have been moved to new locations on the second floor at Court Street, freeing the top floor and a portion of the sub-basement where work on the interior will begin.

Following the promotion of WILLIAM JUDD to the position of President of Parker/Canada (reported incorrectly last week as Acting General Manager), announcement has been made of organizational changes within the U. S. National marketing group. Now reporting to BAYARD RENNINGER (Director, National Marketing) are DAVID GRIFFITHS (Manager, Marketing Research and Planning) and JEAN-PAUL MARTIN (Management Trainee). Mr. Renninger also announced that JOYCE ARCHER (Product Administrator) will now report to URBAN CANFIELD (Manager, National Marketing Services).

## PEOPLE TALK

Early retirement is being taken by ANNA MARIE KIRCHOFF (Service), effective at the end of the month after 41 years, eight months with Parker. Her last work day will be April 12.

Two retired Parker employes were highlighted in recent news articles appearing in the Blackhawk Bulletin and Janesville Gazette. In the former, MARIE CLARK was commended for the scope of her volunteer activities, and in the latter MARGARET SORENSON received recognition as the American Business Women's Association "Woman of the Year." Both are former members of IMD (now U. S. Export).

# SHOPTALKER

16 April 1979

for  
Parker Pen  
Employees

Issue 934

In a letter which went out last week, BILL SWANSON (President) commended all Parker/Janesville employes for contributing to an outstanding year. Noting that Fiscal '79 marked both the 90th birthday of the company and the 25th anniversary of Arrow Park, Mr. Swanson cited as a major accomplishment the progress achieved in "bringing Janesville people closer together into a single operating unit: Arrow Park and Court Street; manufacturing, marketing, research, financial and administration; management and staff." Named also as significant accomplishments were ...

- Substantial increases over fiscal 1978 in sales by both Domestic and Export, 22 percent and 10 percent respectively.
- The successful launching in domestic and overseas markets of the Parker 50.
- Installation of a major systems program to strengthen forecasting, inventory planning and production scheduling capabilities.
- Introduction into the U. S. market of the Parker 25 from England and the Parker Laque from France, both of which have met with great success in this country.
- The Manufacturing Division's response to an explosive demand for the Systemark Floating Ball, wherein production capacity was increased and costs were reduced.

A mixture of desks, files, cabinets, shelves, panels, chairs and miscellaneous items such as lamps and pictures will be available for purchase by Parker employes on Saturday, May 5. The first of several such sales to be held over the next 24-30 months will take place at the Mulrooney warehouse on south Highway 51, two miles beyond the airport, from 9 a.m. to 1 p.m.

Coordinator of the sale C. E. ZINSMASER (Vice President/Corporate Planning) said the used items, made available through renovation of the Court Street office building, will be sold "as is," and that all sales are final. Some proof of employment must be presented, such as an insurance or PAA card, and purchasers must be prepared to haul away at their own cost and risk anything bought at the sale. Items are priced at estimated public auction value less one-third, plus sales tax.

Mr. Zinsmaster indicated that anything remaining after the sale will be sold at public auction at a later date.

In Janesville last week were four sales representatives and supervisors for Distribuidora Parco C.A., Parker's Venezuelan distributor headquartered in Caracas. In a promotional effort and sales contest designed to penetrate a sophisticated market where Parker's image in the luxury gift field is strong, the four achieved record sales to retailers and were awarded a trip to Janesville to see first-hand Parker's world headquarters and manufacturing operations. Coördinator of the four-day visit of Jose Serrano, Aurelio Laurino, Oscar Huespe and Dimas Rico was LUIS MACHUCA (Sales Manager). He was assisted by RICK VALLADARES (Marketing Coordinator) and KATHLEEN RYDBERG (Sales Administrator and Premium Sales Coordinator) of the Janesville office.

PARKER  
PEN

# SHOPTALKER

Issue 934 - Continued

CHRIS MARQUEZ (Administration Manager/U. S. Export) has been elected to a three-year term as a director of the World Trade Association of Milwaukee, Inc., an organization dedicated to encouraging export of Wisconsin products. Made up largely from representatives of Wisconsin firms actively engaged in exporting, WTAM also advises and assists companies in the state which might have interest in establishing trade channels outside the U.S.

JEAN HANSEN on April 9 joined the Financial Division's Management Information Systems Department as a Systems Analyst, reporting to NORM AULABAUGH (Director, Management Information Systems). Most recently, she has been a computer systems consultant in Madison, Wisconsin.

Unless U. S. production can be increased far beyond present capability, a popular item to be found in Norm Thompson's catalog might be a casualty of inflation. According to Agriculture Department officials, Iran is the source of approximately 65 percent of the pistachio nuts consumed in the United States, and imports have dropped 28 percent since the first of the year because of recent unrest in Iran.

In California, 30,000 acres of pistachio trees produced nine million pounds of nuts in 1977, but poor weather conditions last year cut the crop by a couple of million pounds. A two and one-half pound bag of NT's gourmet-quality pistachio nuts -- imported from Iran -- currently sells for \$16.

At Lloyd's of London, where they have been arranging insurance coverage for the past 291 years, many traditions still linger. For instance, the doorman wears a red cloak and high silk hat, and messengers are called "waiters." Another of Lloyd's centuries-old traditions calls for the ringing of an old ship's bell when a ship goes down anywhere in the world. There is silence in the great hall while the loss of the ship is announced, and its name entered in a log -- always with a quill pen. Lloyd's underwriters now write insurance worth \$4 billion a year.

## PEOPLE TALK

Retirement is coming up soon for WILLIAM BUCKLEY (Gold Nib) who will end his Parker work career on April 30 after 42 years and five months with the company. His last day of work will be Friday, April 27. May 4 will be the last work day here for MARIE CONNOR (Export Orders), whose retirement from Parker will be effective at the end of May. She has been with the company 43 years and eight months.

Some time ago, JILL LEEDER (U. S. Export) gave her mother, Mrs. Joan Hoffman, a Big Red. Last week, her mother gave it to Senator Edward Kennedy, and it happened like this: In Atlanta en route home from Florida, Mrs. Hoffman ran into the Senator, who asked where she was from. When she told him Janesville, Wisconsin, he said, "That's the home of The Parker Pen Company, isn't it?" "Yes," Mrs. Hoffman replied, "and my daughter works there." The Senator indicated that he had lost the Parker he always carried, whereupon Mrs. Hoffman presented him with the only pen she had with her, a Big Red. Before they parted company, Senator Kennedy used his new pen to autograph Mrs. Hoffman's plane ticket.

PARKER  
PEN

# SHOPTALKER

23 April 1979

for  
Parker Pen  
Employees

Issue 935

For the ninth consecutive year, Parker sales and earnings set new records, according to figures released last week. Chairman GEORGE PARKER and President BILL SWANSON noted also that for the first time in its 90-year history, Parker went over the \$500,000,000 annual sales mark and reached a net worth of \$115,000,000. They indicated that both the worldwide Writing Instrument Group and Manpower finished Fiscal 1979 with stronger market position.

During the fiscal year, from continuing operations, consolidated net earnings reached \$28,793,000 (\$3.45 per share), an increase of 33.7 percent over the \$21,538,000 (\$2.60 per share) over FY'78. Sales from continuing operations were \$538,000,000, an increase of 31.5 percent over last year's \$409,000,000.

Looking to the future, the Parker officials indicated that, at the present time, they could foresee no downturn in the economy which would affect seriously the industries in which Parker operates.

A personally monogrammed tankard was presented last Friday to each Parker/Janesville employe achieving a perfect, or near-perfect, attendance record during calendar 1978. Under the new "Attendance Award" program, employes will receive a tankard for each year meeting attendance criteria. For each set of four tankards accumulated, the employe will receive a pitcher to complete the set.

Last year, attendance records were recognized with lithographed Jotters. Since then, the matter of attendance awards has been restudied and the decision made to utilize Garrick glassware on a continuing basis. In the first year of the new program, a total of 118 employes received tankards.

Members of the 1979 tour guide group, their supervisors, judges and Corporate Relations personnel were on hand at the Janesville Country Club last Wednesday night when CYNTHIA SIMPSON (Quality Control), Parker's "Top Tour Guide for 1978," passed the symbol of office along to the new titleholder, JUNE LOERTSCHER (Gold Nib). The traditional Coronation Dinner signaled the end of an intensive training period which qualified the twelve as tour guides for the year ahead.

Summer uniform for the 1979 tour guides is a blue blazer worn with white slacks and shirt, and a color-coordinated scarf or necktie. A matching blue tam completes the feminine version of the costume.

Reporting on the important Arab-Israeli Treaty signing which took place in early April, Time magazine included this: "When Sadat spied Kissinger, he pulled him forward from the crowd, kissed him on both cheeks and gave him the gold Parker pen with which he had signed the treaty. 'I have saved this for you,' said Sadat. 'I was going to give it to you tonight, but I want you to have it now.' Kissinger carefully carried the pen back to his K Street office and sent it out to be framed."

Coming up on May 5: Sale of furniture and miscellaneous items at Mulrooney warehouse, south Highway 51, 9 a.m. to 1 p.m. Public auction of remaining items has been set for Sunday, May 6, 12:30.

PARKER  
PEN

# SHOPTALKER

30 April 1979

for  
Parker Pen  
Employees

Issue 936

A fourth quarter interim report issued last week indicates that Parker/Janesville recorded net sales of \$16.3 million of a consolidated total of \$133.7 million for the entire company. For fiscal year 1979, Parker/Janesville contributed \$68.3 million in net sales, with worldwide writing instrument operations and Manpower accounting for the balance of the consolidated total of \$538 million.

At a banquet marking the end of Junior Achievement's fiscal year, JAPAR walked off with top honors, receiving trophies as "Company of the Year" and for "Best Annual Report." It was cited also for achieving a JA-established sales goal, and Scott Hegle of the Parker-sponsored company was named "Best Salesperson" for the entire South Central Wisconsin Area of Junior Achievement. President Mitch Biba received both the Executive and Junior Executive Awards, and others in the group were recipients of sales and/or achiever awards. Eight Janesville-area companies competed.

JACK BIDDICK (Manager, Corporate Insurance), head of Parker's team of four advisors, said JAPAR sales totaled \$4,016.23 and shareholders had a 100 percent return on investment in the mini-company whose prime product was a mahogany jewelry box.

Contributing to the highly successful JAPAR year were sons or daughters of the following Parker employees: MARY BICKLE (Final Assembly), MARY BREESE (Research), WILLIAM JUDD (Parker/Canada), and BILL SWANSON (President). From Sintered Specialties, JUDITH SPRY, SUSAN KOTTHAUS and JOHN ANDERSON. Other members of the Parker advisory team were RON ANDERSON (Engineering), ED LITTLE (Creative Services), and DENNIS PORTER (Manufacturing).

At the conclusion of the organization's six-month "year," there were 25 student participants.

From a secretarial viewpoint, author James Michener is the "ideal boss," according to a Manpower survey conducted prior to National Secretaries' Week, April 22-28. Close behind were former Congresswoman Barbara Jordan and CBS correspondent Harry Reasoner. Polled were 225 Manpower employees named "Secretary of the Year" in cities throughout the U.S., each of whom will receive a Ms. Parker by Pucci and a personalized plaque denoting her special status.

Of the 600,000 people provided work annually through Manpower services, some 100,000 are secretarial. The majority of Manpower's labor pool specializes in some form of skilled office work.

IVARS PETROVSKIS (Director, Corporate Manufacturing Services) reports that two new inter-company benchmarks were established in fiscal 1979. For the year just completed, gross sales of materials, parts/components and finished goods from Arrow Park to other Parker companies increased 26 percent over FY78, a new record. The second record was set in February when billings of \$1,067,750 proved to be the highest monthly subsidiary sales in company history.

Moving of the Record Center to the remodeled Colvin Building will take place over a three-day period beginning May 7, according to C. E. ZINSMASER (Vice President/Corporate Planning), who is coordinating the Court Street renovation. Somewhat delayed because elevator equipment did not arrive on schedule, the move will include Archives, Central Files, Microfilm and Reference Room. ANNE NAESER supervises the six-member Records Center staff.

More than 100 members of the Chicago Section of the American Powder Metallurgy Institute toured Sintered Specialties on April 19. At a dinner meeting preceding the tour, Sintered's WILLIAM MOSSNER (Product Development Manager) was elected chairman of the organization for the ensuing year.

DAVID PETERSON (Systems Designer) has been promoted to Supervisor of Programming, a new position with responsibility for all programming activities within the Management Information Systems department. The appointment was announced on April 20 by NORM AULABAUGH (Director, Management Information Systems).

A seminar organized by Rickert Industrial and Dayton Progress Corporation was attended recently by BILL CARPENTER (Manufacturing/Design). A highlight of the interesting and informative meeting was a presentation on "The Birth of a Hole," which explained the theoretical, technical relationship of punches to dies.

Police in Erlanger, Kentucky, had no trouble identifying a robbery suspect after he tried to hold up a convenience store. Instead of handing over the \$50 demanded by the bandit, the clerk squirted a stream of blue ink into his face. He fled without the money and was arrested a few minutes later. Although the suspect wasn't caught red-handed, he certainly was blue in the face.

### PEOPLE TALK

During April, 35-year Service Awards went to ROMAIN BRUNETT (Service), ELIZABETH KOPPLEMAN (Purchasing), and KENNETH RICH (Design). Backing up a month, Service Awards in March went to KENNETH GODDING (Ball Point) and KENNETH PFEIFFER (Metals), both of whom were recognized for having worked at Parker for 35 years.

CARL RHODES (Sales Development Manager/Central Region) will retire on May 1 after 33 years and one month with the company.

At the Parker Men's Bowling league annual banquet held April 24 at the Colonial Club, Darien, the "Bombers" received an impressive trophy for placing first during the season just completed. Members of the winning team are BOB BUTTERS (Plastics), BILL CLOSE (General), DAVE DAHL (Toolroom), BOB GUNDLACH (Shipping), BILL KLATT (Planning and Control), and DICK RUSSELL (Shipping). CHET SEXTON, WILBUR DECKER, BILL JONES and AUGIE COUTRE -- all retirees who bowl in the league -- were presented with etched Garrick glass mugs by out-going president ROY WADDELL (Maintenance).

PARKER  
PEN

# SHOPTALKER

7 May 1979

for  
Parker Pen  
Employees

Issue 937

Manpower's prediction for the summer months is that there will be a stronger-than-usual demand for seasonal workers, and that it is looking for 35,000 "temps" to fill assignments in business, industry and government at locations all over the U.S. Manpower president MITCHELL FROM-STEIN stated recently that the demand for summer workers is an estimated 20 percent greater than last year, and the heaviest in several years. He also indicated the most favorable outlooks for employment increases were found in the Midwest and the South.

Affirming that this accurately reflects summer requirements for temporary help in the Janesville area, DENNIS GALLAGHER (Manager) of the local Manpower office said that quite a few students are used for both short- and long-term jobs, and that many of them fill in as vacation replacements or perform seasonal work, such as painting. College students particularly like the temporary help field because it offers opportunity for career insight gained by working with different companies in a variety of fields.

Using a white Systemark Special, Governor Lee Dreyfus in February signed into law the \$942.3 million tax cut bill which went into effect last week. During the eight-week moratorium, the majority of Parker/Wisconsin employees will receive in their paychecks money normally deducted for state income tax; some 150 of approximately 1,200 employees elected to have the Payroll Department continue withholding during the moratorium period.

JIM ZIGLER (Supervisor, Payroll Operations) indicated that no major problems developed in programming computers for the Wisconsin state withholding hiatus. "With our package payroll system in house, it was very easy for us to handle," he said.

Today, the four-member payroll staff will move to third-floor space formerly occupied by the Reference Library. The move will consolidate payroll operations in one general area.

Another Court Street area was vacated over the weekend when Personnel Department members were moved to a new location on second floor. The reception lobby which formerly served both Personnel and Research is now undergoing reconstruction and is "off limits." A sign posted at the entrance directs visitors to the main lobby.

In process of relocating is the Model Shop which will occupy the top floor of the Arrow Park service building. According to Project Manager PHILIP HULL, first stages of the main building renovation are well underway and progressing as scheduled.

PHYLLIS ANDERSON (Management Information) has transferred to General Accounting in the North American Finance Division where she has assumed secretarial duties for DAVE REINERT (Manager, General Accounting and Budgeting).



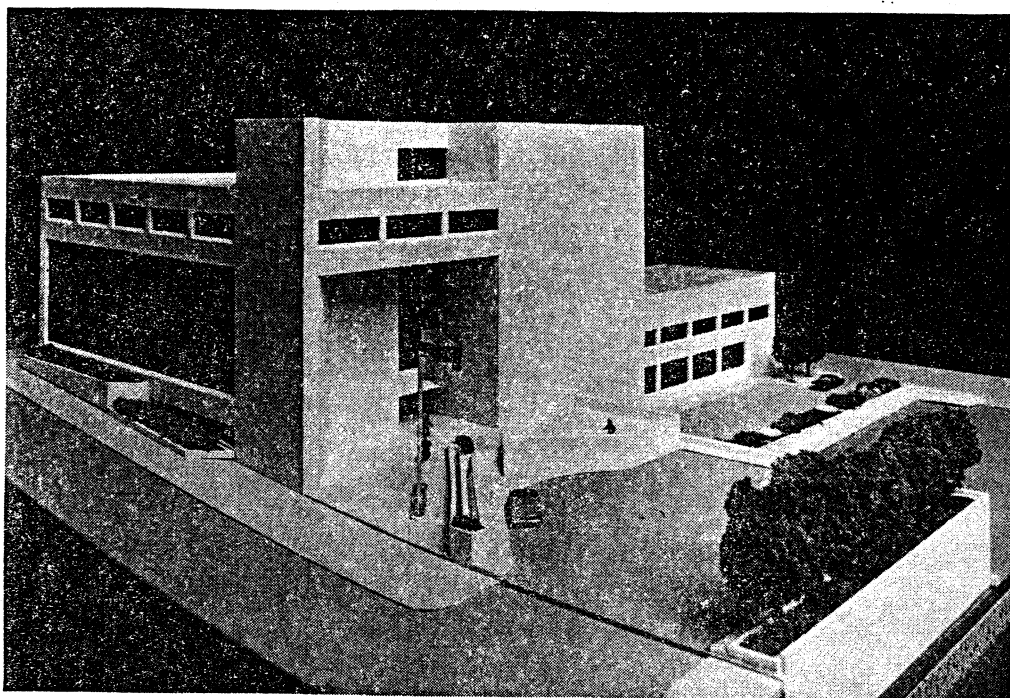
PARKER  
PEN

# SHOPTALKER

14 May 1979 - Issue 938

for  
Parker Pen  
Employees

## PARKER COURT STREET RENOVATION OUTLINED



Architect:  
Flad & Associates, Inc.  
Madison, Wisconsin

General Contractor:  
J. P. Cullen, Inc.  
Janesville, Wisconsin

Project Manager:  
Mr. Philip C. Hull  
The Parker Pen Company

Using the scale-model shown above, PHILIP HULL on Friday described for Court Street employees the renovation planned for Parker's corporate headquarters building in downtown Janesville. He repeated that a major objective of the undertaking is to provide "an efficient, attractive and comfortable place to work," and that other basic goals are a desire to reflect in the new building complex the character and quality of the products sold by the company, and the enhancement of the building's location within the community.

Structural features will incorporate a six-level elevator and restroom core on the north side of the building; a roof structure and shafts down three sides of the building to house heating, ventilating and air-conditioning systems, as well as other mechanical and electrical services; and a Winona Travertine stone exterior. Energy-conserving, tinted-glass windows will be used throughout.

The new interior which CHARLES ZINSMASER described will be primarily open-office design, featuring a system of interchangeable fixtures and furniture for efficiency and flexibility in work-station composition, floor-plan layout, and employe convenience.

Announcement of the expanded project followed demolition of several outlying structures and retaining walls, contouring of the area preparatory to relocating the new entry plaza and reception area to the north side of the building, and initiation of the employe relocation plan which will permit minimum disruption of personnel and the work environment.

An extra copy of this issue may be obtained for souvenir or family use by calling Extension 7232.

PARKER  
PEN

# SHOPTALKER

15 May 1979

for  
Parker Pen  
Employees

Issue 939

For those who have inquired, or possibly just wondered about Parker and the "Fortune 500" list, here are the facts. The magazine's ground rules for compiling its well-known list of the largest industrial corporations in the U. S. include one which states that more than 50 percent of a listed corporation's sales must come from manufacturing and/or mining activities. Since more than half of Parker's sales volume derives from services sold by Manpower, the corporation is not included in the publication's current list.

A pilot program financed by Manpower will help women in their forties and fifties re-enter the nation's work force after years of "shopping, driving the kids around, and doing the laundry," according to MITCHELL FROMSTEIN (President/Manpower), who testified recently before the House Select Committee on Aging. He said the \$500,000 earmarked for the demonstration program will not provide on-the-job training. Rather, client companies in major U. S. cities will help mature women adapt to changes which have taken place since they left the work force.

Explaining the program, Mr. Fromstein said: "The idea is to knock down back-to-work reservations held by this group. Manpower will pay them and offer internships with client companies; with luck they will begin showing up in the work force in the Fall. We need those women."

Distributors visiting here during the past couple of months were Mr. Paul Paratore, General Manager of American Eastern, Dubai and Kuwait, United Arab Emirates; and Mr. Luis Neulaender of Luis Neulaender Representaciones e Importaciones, of Montevideo, Uruguay. Also in Janesville were Kathy and Johnson Lee of Taipei. Mrs. Lee, who is Export Manager for Thames Taiwan Limited, Parker distributor for Taiwan, was afforded an opportunity to tour Arrow Park during a trip to the United States sponsored by the Y's Men of Taiwan. Her husband is president of the organization in that country.

Parker's URW Local #663 was represented at the annual District 4 Council Meeting by BILL COYLE (Metals), MILLY SMITH (Final Assembly), and BILL KLATT (Warehouse). The latter was elected to the Executive Board of District 4, which covers twelve states and 84 locals. Site of this year's meeting was Indianapolis; in May of 1980, Local #663 will host the District 4 Council Meeting.

## PEOPLE TALK

These Parker names were noted recently in the news: PHYLLIS SAEVRE (Executive), for eight years a part-time student, on May 6 graduated magna cum laude from Beloit College, receiving a Bachelor of Arts degree in English literature and composition. Winning an honors degree along with the double major meant that Mrs. Saevre literally led "three lives" -- homemaker, student, and executive secretary. ROBERT E. COLLINS (General Attorney) was elected to his twelfth consecutive term as president of the Janesville Board of Education. WESLEY FIRCHOW, ELSTON LOOFBORO and KATHERINE LAWRENCE (Retired) were recognized for volunteer service with the Red Cross blood-mobile program. ED ARN (Retired) and GENE ROHLMAN (Public Relations Manager) served on the Plant-A-Tree (PAT) committee, representing a group dedicated to restoring Janesville's image as the "Bower City."

PARKER  
PEN

# SHOP TALKER

21 May 1979

for  
Parker Pen  
Employees

Issue 940

By Proclamation of the President, this is World Trade Week, a week in which exports are emphasized as a national priority, and attention is called to the importance of world trade to U. S. economic life. Business, labor, agricultural, educational, professional and civic groups are all urged to observe World Trade Week with appropriate activities.

Parker has long held the belief that our economy is best protected, and our citizens better served, when barriers to trade between nations are lowered rather than raised. To that end, Parker people have over the years devoted time and effort to the promotion of freer, wider trade that avoids the destructive consequences of protectionism.

In establishing its first distributorship in Denmark in 1903, Parker became a pioneer in exporting U. S.-made consumer goods. Currently, there are over 100 distributors serving more than an equal number of markets and an estimated 120,000 retail outlets around the world. It is a matter of record that Parker now accounts for nearly one-half of the U. S. exports in the writing instrument industry, and the major portion of fountain pen sales.

Larry Stockett, president of Micronet, Inc., a management consulting firm specializing in automation, claims the office can be just as efficient as the production line. Because he believes in practicing what he preaches, Stockett's office has no secretary, no filing cabinets, no typewriter, no file folders, no clutter. Although it is called The Paperless Office, machine-processed letters are sent out, and that's where the automation ends.

Commenting on the concept, NORM AULABAUGH (Director, Management Information Systems) said: "He can be as automated as he likes, but those letters must be signed with a writing instrument. Even the most sophisticated computer is incapable of signing an executive's name."

Apropos of the Court Street renovation is a sign which appeared recently on the wall of the North Dakota State University Library: "Due to the reorganization, the basement will be on the second floor. Half of the second floor will be on the first floor, but half will remain on the second floor. First floor will move to the basement. We suggest you ask for help."

## PEOPLE TALK

Early retirement will be taken by MARJORIE LOHRY (Mail Truck Driver) after 34 years, and eight months with Parker. Her retirement is effective on May 31.

Defying the law of averages during the 1978-1979 season, three members of the Parker Men's Bowling League each rolled a triplet-game series. In order of their accomplishment, they were DENNIS SCHUMACHER (Toolroom), three identical games of 203 for a 609 honor count on January 9; LARRY PIERCE (Product Development), three games of 177 on February 13 for a 531 series; and DICK MEAD (Toolroom), whose 486 total on April 3 came from a trio of 162 games.

PARKER  
PEN

# SHOPTALKER

29 May 1979

for  
Parker Pen  
Employees

Issue 941

Parker's annual report went out to shareholders last week, culminating a year which recorded the company's ninth straight year of record sales and earnings, stronger market positions, and strengthening of the Parker brand name and distribution system. In a joint letter prefacing the company's 90th report, Chairman GEORGE PARKER and President WILLIAM SWANSON apprised shareholders of these facts among others, and concluded with an expression of thanks to all employees, customers and stockholders, the three groups whose contributions bear on corporate success.

While an annual report to shareholders is required by the SEC for all publicly-held companies, the document serves also as identification in the financial community, as an employe morale-builder, and as a sales tool. Described as "one of the best ever issued" by the company, Parker's FY79 marketing-oriented annual report will do all of those things, and do them well.

A Parker "first" took place last week when six United States and three Canadian dealers met with North American Area U. S. Retail and Corporate Quality Assurance people to discuss topics of mutual concern in the writing instrument industry. Coordinator of the meeting, DAVE GRIFFITHS (Manager, Marketing Research and Planning) said that major agenda subjects were "trends and direction of the writing instrument industry, and the quality of Parker products and competitive products as seen by dealers and consumers." Parker's first Dealer Advisory Council Meeting included a tour of Arrow Park where the nine visiting participants saw being manufactured the products they sell daily over their counters.

With demolition completed, Court Street's fourth floor is a jumble of radiators, scrap pipe and metal ceiling hangers; piles of rubble and lumber; an intact, still usable toilet and its partition; a rolled up rug or two; a heterogeneous collection of dispensers; scattered remnants of insulation and miscellaneous debris.

Facilitating the clean-up and adding an incongruous note to the scene is a small end-loaded called "The Bobcat." All such equipment and materials pertinent to the operation are hoisted to or from a temporary loading dock which has been extended through a section of the building's west wall.

On May 21, TOM LAWRENCE (Senior Engineer) transferred from the Research-Corporate Quality Division to North American Manufacturing and Product Development in the Manufacturing Division, where he will fill the newly-created position of Continuation Engineer. In his new capacity, he will report to DALE THOMPSON (Supervisor, Product Development).

## PEOPLE TALK

Adding to his B.A. and law degrees, ALFRED DIOTTE (Executive Vice President/Administration) on May 12 was awarded a Master of Business Administration degree at the University of Wisconsin-Whitewater. Commenting on the M.B.A., on which he began work in the Fall of 1974, Mr. Diotte said: "It was an informative and interesting challenge for a grandfather; like World War II, I'm glad to have survived."

PARKER  
PEN

# SHOPTALKER

4 June 1979

for  
Parker Pen  
Employees

Issue 942

With the approach of two important gift-giving occasions, metropolitan newspapers on May 29 ran ads featuring Parker products particularly suitable for Grads and Dads. Called a "page-stealer," the giant ad in nine major newspapers across the country was seen by more than 13,800,000 readers. A tie-in ad for retailer use featured the same gift items and reiterated the theme, "Everyone including Dad should graduate to a Parker." According to JOHN GEARY (National Sales Manager), the dual-thrust promotion should move carloads of merchandise.

Mr. Geary said that national advertising during the Spring-Summer period continues to stress the brand, the company, and the idea, and that major ad elements continue to be a Parker product superimposed on the symbol executed in dramatic, impressive background materials. "Every Parker ad is designed to increase awareness of the Parker name and the Parker symbol and what they mean," he stated.

Demolition work completed, the pouring of foundation footings on May 23 marked the initial step forward in exterior remodeling of the Court Street building. Now in process of erection are forms for a below-parking-level concrete vault which eventually will contain a transformer and other utility lines now entering the building above ground. Once the vault is completed, a temporary hook-up will permit uninterrupted electrical service as present equipment is removed. It is estimated that current phases of construction will last several weeks.

ALAN RUPPELT joined the Tax Department on May 30 as an International Tax Specialist reporting to DON CARSON (Director of Taxes). Mr. Ruppelt came to Parker from Milwaukee where he was tax manager for an accounting firm. He is a C.P.A., and holds a B.B.A. degree from the University of Wisconsin-Milwaukee.

International students from ten countries received gold Parker fountain pens during "Sing Out" ceremonies on Friday, June 1. A.F.S., Rotary and Youth for Understanding students were presented their gifts at Craig High School by PHIL RITZ (Director, U. S. Export), and at Parker High School by JEAN-PAUL MARTIN (Marketing Trainee). Recognizing the importance of international brotherhood, and the pen as a tool of communication, the company has for over a decade participated in the awards program which, along with graduation, marks the end of the school term.

## PEOPLE TALK

Voluntary early retirement has been taken by VERONICA SCHOONOVER (Service), whose last work day at Parker was February 16. Her retirement was effective at the end of May after 34 years, seven months with the company.

Thirty-five-year service milestones were reached in May by WAYLAND HUDSON and AUGUST WEBER, JR. (Production and Shipping), CHARLES BROWN and KENNETH SIME (Warehouse), while ROBERT JOHNEJACK (Product Development) passed the quarter-of-a-century mark.

In late April, fourteen teams making up the Parker Men's Golf League took to Riverside Park fairways, and the 1979 season was underway. Current officers are ED FREDERICK (Retired), President; ROY WADDELL (Maintenance), Vice President; and BOB BUTTERS (Plastics), Secretary-Treasurer.

PARKER  
PEN

# SHOPTALKER

11 June 1979

for  
Parker Pen  
Employees

Issue 943

Since it was activated in March, 1978, Parker's Public Policy/Issues Steering Committee has directed its attention to such subjects as the anti-boycott law, foreign source income, deferral of tax and foreign tax credit, South Africa, DISC, national health insurance, etc., some of which were submitted by employees who perceived them to be problems of the present or future. As part of its continuing effort to identify strategic or critical issues, the PP/ISC urges all Parker people to point to social and political issues which they feel could affect the company, and in which they believe the company should become involved.

Current members of the PP/ISC are RICHARD HOLZNECHT (Vice President/Corporate Relations), Chairman; ROGER AXTELL (Vice President/Latin American Operations), DON CARSON (Director of Taxes), ROBERT COLLINS (General Attorney), RUSS FRENCH (Sales Manager/Special Markets), GENE SMITH (Marketing Administration Manager), and JOEL BILLER (Vice President/Government Affairs, Manpower).

A new Public Policy Committee of the Board of Directors similarly monitors the company's environment to ensure that Parker is alert to external threats and opportunities.

At Court Street, the third floor ceiling has been converted into a temporary roof for the building. At the close of work today, occupants of the floor will initiate a nightly ritual, covering equipment and desks with plastic to forestall damage from leaks which possibly might develop during this phase of renovation. Work will begin today on the present roof preparatory to construction of the "pent-house" which eventually will house mechanical support systems.

It is interesting to note that the original roof of the Court Street building, constructed some 58 years ago, consisted of three feet of cinders sloped to the center for drainage, topped by three inches of concrete and a coating of tar.

BRUCE LAUTENSCHLAGER joined Parker on June 4 as Senior Staff Accountant in North American Finance. He reports to DAVID REINERT (Manager, General Accounting and Budgeting), who said Mr. Lautenschlager formerly was with Johnson Controls, Milwaukee. He has a bachelor's degree in industrial management from M.I.T., and a master's degree in accounting from the University of Wisconsin-Milwaukee.

An entire page in the May 30 Chicago Tribune was "reserved for the American consumer" by the J. Walter Thompson Company. Taking up but a very small portion of the white space, copy read like this: "Whether he is a sixty-four-year-old flying down to Rio, a Kodak in his pocket and a twinkle in his eye, or she is a fourteen-year-old vegetarian making cryptic marks in her diary with a Parker pen, the American consumer is the principal reason for an advertising agency's existence. There is no other organization in society with anything like the same range of skills or availability of experience to study consumers as they go about their daily business. And there is no greater service we can do for our clients than listening to, talking to, and understanding that wonderfully varied and endlessly surprising phenomenon, sometimes known as consumers, but better known as people."

## SHOPTALKER

Issue 943 - Continued

Based on the premise "There must be a better way to do it," the Parker Positive Progress Campaign introduced recently in England has as its objective the reduction of costs. With the emphasis on finding improved methods and procedures to cut waste and time, Parker/England employees are asked to join in the concentrated program to ensure that continued growth becomes positive progress.

The cost-reduction program was finalized by Managing Director ARTHUR F. MARSDEN shortly before his sudden death on May 12. Success of the PPP will be a fitting tribute to his memory, and will as well contribute toward another record year for Parker/England.

Not everyone wants to be tattooed. A surprising number of people do, however, opting for designs ranging from small flowers, birds, butterflies, hearts and animals to ferocious dragons which cover extensive areas of the body. While stock designs can be applied to the skin with a stencil, custom designs are outlined with an ink pen before the tattoo artist injects colored dyes beneath the skin with an electric needle.

PEOPLE TALK

EDNA CHESMORE (Returned Goods) will retire at the end of June after 32 years and ten months with the company. Thursday, June 28, will be her last work day here. That will make two Parker retirees in the family; her husband HARVEY CHESMORE wound up his work career at Parker in 1968.

In an article on Evansville which appeared recently in the Milwaukee Journal, WALTER GOLLMAR (Retired) talked about the city's link to circus lore, including his own personal and family ties to the sawdust ring. At one time, circuses belonging to his grandfather quartered for the winter in Evansville, and the family eventually settled there. In his pre-Parker days, Mr. Gollmar was co-owner of Gollmar Bros. Circus, and at one time he played cornet in the Seils-Sterling Circus band. Topping it off is the fact that he is a cousin to the Ringling Brothers of circus fame.

Several Parker people recently caught Account Manager DONNA COTTRELL (Los Angeles) acting as super-sleuth on NBC's "Whodunnit," emceed by Ed McMahon. Although she didn't put together enough clues to win the top prize, AM Cottrell did receive a color TV set for participating in the game show. She also has this suggestion for a new product, based on her experiences in fuel-short California: "Invent a pen that holds a gallon of gas. We could sell a million!"

A total of 1,500 elementary students competed in the second annual Language, Environment and Families (LEAF) project which concluded recently in Janesville schools. Among the winners were Charlie Griffiths, 6, son of DAVE GRIFFITHS (Manager, Marketing Research and Planning); Rick Herriot, 7, son of HOWARD HERRIOT (Legal Counsel); Daniela Machuca, 7, daughter of LUIS MACHUCA (Marketing/Sales Manager, LAA Distributor Markets); Julie Kotthaus, 8, daughter of SUE KOTTHAUS (Sintered Specialties); Kim Harrigan, 11, daughter of WILLIAM HARRIGAN (Director, Treasury Services); Laurie Peterson, 11, daughter of COLLEEN PETERSON (Final Assembly Inspection); and Kathryn Hull, 12, daughter of JIM HULL (Director, Manufacturing and Product Development for North America). Rick and Kim were among 30 finalists who received a Swinger pen for submitting the best entry at their grade level. Parker participation in LEAF began last year when the school system introduced the innovative approach to teaching writing skills as a means of encouraging environmental awareness, appreciation and responsibility.

# SHOPTALKER

18 June 1979

for  
Parker Pen  
Employees

Issue 944

All Parker employes are invited to visit the Arrow Park cafeteria area during lunch hour on Wednesday, June 20, to inspect displays of merchandise, products and services available through the company and its subsidiaries. The displays will be erected for the annual shareholders' meeting to be held earlier in the day.

Deep footings over nine feet wide will support the retaining wall which forms the north and west boundaries of the new Court Street plaza. The massive reinforced footings are engineered to restrain the thrust of thousands of cubic feet of dirt fill needed to elevate to its new level the visitor parking area planned for the front of the building. With trenching completed and footings poured, work on the wall will continue throughout the week. At its highest dimension, the retaining wall will tower 17'6" above the Gazette parking lot adjacent to the plaza.

By order of the U.S. postal service, new regulations on letter-type mail weighing under an ounce will go into effect on July 15. In practical terms, the new regs will obsolete the sending of small invitations, and will penalize the senders of oversize greeting cards with an extra handling charge. Prompting the change is the fact that mail-handling machines which process millions of pieces a day are not designed for extremes in size.

"All Parker envelopes conform to the new standards," according to MARV BARNES (Manager, Office Services), so we'll have no problem here when they become effective. However, Parker employes might take note that any odd-sized mail should be used before the July 15 deadline to avoid returns or surcharges later."

Mr. Barnes indicated that the ban affects envelopes measuring less than 3½ inches high, 5 inches long, or .007 of an inch thick.

Nine members of Local #663-URW joined other women from organized labor, the public sector and the professions in a state AFL-CIO Women's Conference which directed attention to the challenges of the 1980's. Those attending the workshops held in May at Milwaukee's Red Carpet Inn were VICKY BELLRICHARD (Plastics/Metals Inspection), LYNNE DUNLAVY (Metals), JUDY FANNING (Gold Nib), PAT KLATT (Shipping), LELA NEISIUS (Molding), PHYLLIS RICE (General), MILLY SMITH (Final Assembly), GERI SUMMBERBELL (Metals), and JEAN THURLER (Gold Nib).

Competent, well-trained accountant investigators are needed by the Federal Bureau of Investigation for the successful prosecution of white-collar crime. In fact, FBI hiring priorities rank the "digit detectives" third after minorities and women. Commenting on the Bureau's growing concentration on white-collar crime, a veteran accountant said: "There is much more being stolen at the stroke of a pen than at the point of a gun."

## PEOPLE TALK

Academic achievements were noted for JANE BATTERMAN (Research), who received a Master of Arts in Teaching from Rockford College, and SHELDON LLOYD (Screw Machines), who earned an Associate of Science degree at U-Rock.



PARKER  
PEN

# SHOPTALKER

for  
Parker Pen  
Employees

21 June 1979

SPECIAL EDITION

Issue 945

In an action representing a 20 percent increase in the previous quarterly dividend rate, the Parker Board of Directors on Wednesday afternoon declared a regular quarterly dividend of eighteen cents a share payable July 17 to stockholders of record as of the close of business on July 2.

The Board also voted to split the common stock two shares for one, recording its intention to maintain the new increased dividend following the stock split by declaring a quarterly dividend of nine cents a share, payable on October 18 to stockholders of record as of the close of business on September 28. Certificates for the additional stock will be distributed by the company's registrar and transfer agent, The First National Bank of Chicago, on July 31 to stockholders of record as of the close of business on July 3.

Actions taken at the annual meeting of stockholders earlier in the day increased common stock shares from ten million to thirty-five million, re-elected four directors, approved a new performance share incentive plan for key employees, and approved the company's long-time auditing firm.

In his message to the record group attending, Chairman GEORGE PARKER highlighted for shareholders the company's 90th year of operation, crediting the acquisition of Manpower in 1976 as one of the prime factors in Parker's surge of growth. Aside from Manpower's contribution, he noted that record highs were achieved in FY79 with the expansion into international markets of writing instrument models which captured market share in primary targets.

Mr. Parker stated that last year's message was clearly one of promise, with a prediction of growth, and that both promise and prediction were realized. This year's message, he said, is one of management readiness and the necessity for growth. "Economic growth is the highest priority of the American idea, and the sternest challenge of the free market system," he said.

Citing various key factors which will enable the Parker organization to meet the challenges of the future, President BILL SWANSON stated that an "important arrow in our quiver for the 80's is Quality." Enlarging on this thought, he said Parker products must be outstanding, the best in the industry, and that quality can only be achieved by designing and building performance and reliability into every product manufactured by Parker.

Referring to the marketing of Parker writing instruments in 153 countries, Mr. Swanson said "we've got to act like 153 tough, hungry, entrepreneurial units whose sole objective is to build Parker's competitive position in each of these markets." He stated that one of the keys to success in the 80's will be the company's ability to maintain a "split personality" -- achieving the advantage of size where it counts, in manufacturing and product development, but retaining the quickness of foot inherent in small organizations where it counts, in the marketplace.

PARKER  
PEN

# SHOPTALKER

25 June 1979

for  
Parker Pen  
Employees

Issue 946

At the recent Board of Directors' meeting, PHILIP HULL was elected Senior Vice President in recognition of his "long and exemplary career with Parker." Since he joined the company 45 years ago, Mr. Hull has served in a broad range of executive capacities, including the positions of Director of Research, President of Parker/Canada, Latin American Area Manager, General Manager of the U. S. Division, Vice President of Manufacturing and, most recently, Vice President of Manufacturing and Facilities. He has served also as director or president of various company-affiliated subsidiaries during his exclusively Parker work career.

Last week, eight new Account Managers attended an indoctrination program in Janesville, hosted by BOB FERNHOLZ (Sales Administrator) in particular, and the North American Writing Instrument Group in general. Guided by JUNE LOERTSCHER (Gold Nib) and JO ANN BRUEGGER (NAA), the fledgling AM's were given an expanded tour of Arrow Park, with special emphasis on areas of importance to the man in the field.

On Tuesday of next week, fifteen members of the Canadian sales force will tour Arrow Park as a prelude to the National Sales Meeting which will be held this year near Oconomowoc.

Leaning against the garage section of the Colvin annex is a sample of the Winona Travertine stone panel which in months to come will transform the exterior of the Court Street building into a contemporary structure. Some 336 panels, each 8' x 13' in size and weighing over a ton, will be used to "skin" the exterior measuring some 35,000 square feet, excluding window area. Yet to be determined is the color of the grout which will seal the vertical and horizontal crevices created by patterning sixteen pieces of stone on each individual metal base.

SHIRLEY LARSON today joined the North American Finance Division as Mail Clerk/TWX Relief Operator, reporting to MARVIN BARNES (Manager, Office Services). She replaces SUSAN WILLIAMS who, in her new position as Dealer Accounts Clerk in Order Processing will report to ROBERT MC LAUGHLIN (Manager, Order Processing).

Returning recently from Europe where he had conducted business, TOM JEFFRIS (Manager, Military Sales) was seated next to Sir Trevor Dawson, Chairman of Arbutnot Securities, England. As the two discussed the stock market, Sir Trevor remarked that there was a U. S. company which in his opinion had extremely good management, and that the mutual fund he headed had thought highly enough of the company to buy some of its stock. Asked by Mr. Jeffris to identify the firm, Sir Trevor replied: "The Parker Pen Company."

## PEOPLE TALK

Over the weekend of June 9-10, the Janesville High School class of 1929 staged its 50th anniversary reunion. During the festivities, several members of the class received gold ball pens commemorating George S. Parker's custom of recognizing outstanding students with a \$10 gold piece and a small gold pin. A reunion journal contained ads of the period, including one which proclaimed: "Teacher says, 'Remember your Parker Duofolds -- let's start the New Term right!'" Among the grads eligible to receive the commemorative pen was NINA LOCKART (Retired), who said Mr. Parker presented the awards personally in his office on Court Street.

PARKER  
PEN

# SHOPTALKER

2 July 1979

for  
Parker Pen  
Employees

Issue 947

Last week was a big one for NAA marketing people as Janesville staff and field sales force met near Oconomowoc for a National Sales Meeting. Dominant was the theme, "Building Tomorrow Together," chosen for its appropriateness as the company enters its tenth decade in the manufacturing and merchandising of writing instruments. Attendance included fifteen members of the Canadian sales organization, and representatives from Parker-Garrick.

Formal presentations encompassed new products, programs and advertising for the Christmas selling season. JOHN GEARY (National Sales Manager) indicated that, during the course of the three-day agenda, regional meetings were held also.

As the outer perimeter of the roof deck is removed to permit replacement with a stronger assembly capable of supporting the structure to house air-conditioning and other mechanical support equipment, the Court Street building for a time will look more like it is being demolished than renovated. According to Project Manager PHILIP HULL (Vice President/Manufacturing and Facilities), a "traveling scaffold" on the fourth floor will catch debris, and a long boom crane will move around the exterior of the building as work progresses. He said removal of the parapet will require about a month to complete.

Electrical supply for the entire building was switched over to a temporary service on Saturday, June 30. Approximately three hours were needed to make the change.

A seminar on Foreign Trade and Exports was attended June 19-20 in Cedar Rapids by JIM MC CARTHY (Market Development Manager-Duty Free), who represented Parker at the conference hosted by Governor Lee Dreyfus of Wisconsin and the heads of fourteen other mid-America states. The invitation to participate, extended to a select group of business and agricultural concerns, provided opportunity to hear cabinet members discuss the administration's foreign trade policy, and to outline the obstacles faced in increasing sales abroad.

Continuing a custom of several years standing, an "Annual Report That Writes" went out recently to some 275 analysts and brokerage firms around the U.S., and judging from comments received by CLARENCE SCHAEFER (Vice President/Finance), it is also an annual report that clicks. Imprinted on the revolving cartridge for handy reference by members of the influential financial community is a comparison of Parker's fiscal 1978 and 1979 sales, earnings per share, and other statistics.

## PEOPLE TALK

Service anniversaries were observed in June by VIRGIL SMITH (General), who completed 35 years with Parker, and FORREST BECK (Quality Assurance), who reached the quarter-century mark.

Having completed a mandatory two-year course at a police academy, BILL HETRICK (Research/Designer) on June 16 was certified by the State of Wisconsin as a police officer. Ranked a lieutenant in the Rock County "Sheriff Reserve," Mr. Hetrick can perform full or part-time police duties anywhere in the state. The local reserve unit is one of the first in Wisconsin to complete academy requirements.

PARKER  
PEN

# SHOPTALKER

16 July 1979

for  
Parker Pen  
Employees

Issue 948

"While the near future looks murky, we believe at this time that we are embarked on another year of improved results."  
-- Chairman George Parker and President E. William Swanson

Parker first-quarter sales and earnings have again set records. Reported on July 5 were consolidated net sales of \$144,277,000 and earnings of \$6,754,000, an increase of 22 percent and 21 percent respectively over last year for the same period when consolidated net sales were \$117,823,000 and earnings \$5,563,000. Contributing to the quarterly results were Manpower sales of \$94,222,000, an increase of 27 percent over last year's \$74,267,000, while earnings after minority interest were \$2,408,000 compared with \$1,913,000 last year.

Commenting on the record figures, Chairman GEORGE PARKER and President BILL SWANSON said they were achieved despite worsening economic conditions in North America, revision of distribution methods in a major European subsidiary, and a change in invoicing procedures for some foreign writing instrument markets. They stated that, had it not been for larger-than-normal negative currency fluctuations abroad, Manpower operating earnings also would have been higher than indicated.

North American Marketing launched at its recent national sales meeting two new products which will reflect on orders now coming in from the field. Introduced were the 50B fountain pen and ball pen, priced at \$30 and \$17.50, and the Ms. Parker 180 fountain pen to match the popular Ms. Parker Floating Ball pen brought out previously. Both the new Ms. Parker fountain pen, which retails at \$40, and its companion ball pen, are aimed at outlets where the Pucci name is big -- department and jewelry stores, women's boutiques, and gift, card and bridal shops.

Also receiving emphasis for the Christmas selling period is the B-5, a proven sales success which can provide high volume for dealers. Like the 50B, the B-5 is a blend of "mysterious, moody matte black and stainless steel with the look of high technology." The line will have special appeal for the masculine market.

Emphasized also was a "Big Red Christmas Buy-In." The long-time favorite will be available to dealers in selected assortments until the end of September on a first-come, first-served basis, without allocation and at a special price.

A concrete pile wall to permit excavation for foundations and an elevator pit, and a supporting wall for the new plaza, are taking shape on the north side of the Court Street building. On the west side, work is in progress on cement pilings which will provide additional support for the renovated structure. Preparing for the work in that area, ED TERNEUS (Manager, Plant Facilities) and staff last week removed selected shrubbery and trees for transplanting near the parking lot completed recently at Arrow Park.

Up on the roof, where the parapet has been replaced with a temporary railing, some eight inches of reinforced concrete is being removed preliminary to rebuilding. Work on this phase will be completed by the end of July.

PARKER  
PEN

# SHOPTALKER

Issue 948 - Continued

New in the North American Finance Division are DENNIS BLISS and BILL WORLUND, who joined Parker on June 29 and July 7 respectively. The former is a Programmer reporting to DAVE PETERSON (Supervisor of Programming), and the latter is a Systems Analyst reporting to NORM AULABAUGH (Director, Management Information Systems). Also new on the Parker scene is MARSHA STEEN-BLOCK, who became Secretary to ROY SWANSON (Manufacturing Division Controller) when DEBORAH ALBRIGHT moved with RAYMOND SPAULDING (Manager, Product Development) to North American Manufacturing and Product Development.

OLE HELGESTAD (Toolroom) represented Parker at the Greater Milwaukee Open Pro-Am event held last Wednesday at Tuckaway Country Club, playing the 18-hold, five-man best ball match with three other amateurs and pro golfer Johnny Miller, 1973 U. S. Open champion and the pro tour's top money-winner the following year. The team finished 15 under on the par 72 course, just ahead of a downpour, and just three strokes behind the winners. "It was really nice to play with Johnny Miller," said Mr. Helgestad, whose USGA handicap is seven. "He's a wonderful guy, and I would have liked to see him win the tournament."

In previous years, Parker has been represented at the GMO by JOHN GIBB (Retired), who was in Military Sales, and by Account Manager JOHN KANCHE (Pittsburgh) from the field sales force.

Parker employes who enjoy spectator tennis are invited to attend semi-final and final matches of the Janesville-Parker Open on Sunday, July 22. On Palmer Park courts, semi-final play will begin at 9 a.m., with finals at 1 o'clock. Traditionally, the tournament is sponsored by the Janesville Tennis Association and The Parker Pen Company, and is sanctioned by the Wisconsin and U.S. Tennis Associations. PHIL RITZ (Director, U. S. Export) is chairman of the event which is expected to attract some 150 area players. Parker people assisting with the tournament are DAVE BAUM, RUSS FRENCH, RUTH HANTKE, MIKE MUELLER, IVARS PETROVSKIS and GENE ROHLMAN.

JEAN-PAUL MARTIN (NAA Management Trainee), a native of France, has been promoted to the position of Product Manager, U. S. National Marketing. Mr. Martin, who joined Parker in February, will report to DAVID GRIFFITHS (Manager, Marketing Planning and Research).

News of the largest premium desk set order on record has been relayed by GARY DIETERICHS (Marketing Manager), Parker-Garrick, who said 50,000 blue-grey plastic cubes have been shipped to Smith Kline, a Philadelphia-based pharmaceutical company. The taper of the stainless steel desk pen which completes the set matches the custom-colored base. Smith Kline will be using the desk set to introduce a new product to the medical profession.

## PEOPLE TALK

Retiring on August 1 are KATHERINE PIERSON (Research-Corporate Quality) after 28 years, nine months with Parker; LAURA SCHULTZ (North American Marketing) after 32 years, nine months; and PATRICK SCALLY (New York Service) after 45 years, seven months with the company. Last work day for all three will be July 31.

PARKER  
PEN

# SHOPTALKER

23 July 1979

for  
Parker Pen  
Employees

Issue 949

"Tiffany necklaces for our temporaries mean better performances for you." -- Manpower

Among five publicly-owned temporary help services in the U.S., Manpower's employe incentive program is unmatched, and President MITCHELL FROMSTEIN believes it was an accelerating force in the rise of hours of service in the skilled office worker area. Manpower's incentive is a logo-shaped sterling necklace which helps balance the masculine connotation of the Manpower name, and it goes to office temps who accumulate 400 work-hours and receive two excellent evaluations from client firms. In the two years the program has been in effect, over 10,000 logo necklaces have been awarded in the U.S. alone.

In Europe, where the Tiffany name is not as well known as in the U. S., Manpower's necklace award was designed by Pierre Cardin. Both here and abroad, the symbol of excellence for male office temps is a silver tie-tack.

At the recent National Sales Meeting held near Oconomowoc, WILLI SIEBERGER (Vice President/North American Writing Instrument Group) received the "President's Black Blazer Award," having been cited by the field sales force as the headquarters person contributing most substantially to the overall marketing effort during the preceding year. The "Kenneth Parker Award for Sales Excellence" went to KARL MYERS (Sales Development Manager/Eastern Region) in recognition of sales achievements during fiscal 1979. Also honored was WARREN GROB (Eastern Region), who reached the \$9 million sales mark.

In view of the fact that transportation costs are borne by distributors, and most Latin Americans are anxious to visit their "mother land," eighteen sales managers for Latin distributor markets will meet July 24-27 in Madrid, Spain, for intensive discussions aimed at marketing planning for 1980.

Chairman of the meeting LUIS MACHUCA (Marketing Manager, Latin Distributor Markets), will be assisted by his staff of three Regional Marketing/Sales Managers: HUGO RONDEROS (South America), STEVE MALM (Central America), and REED TAYLOR (Caribbean). Arrangements for the meeting are being handled by RICK VALLADARES (Latin Administration Manager).

Thirteen representatives of TRW Corporation of Burlington, Iowa, attended the Scanlon Screening Committee meeting here on July 16 as part of a study aimed at installation of the Plan at TRW. Headed by Industrial Relations Manager Robert Bennisine, the TRW group included the firm's controller, several office and factory employes, and representatives from the main offices of International Union Electrical (IUE) and International Association of Machinists (IAM). Both unions are affiliated with TRW, which manufactures electrical resistors. In addition to sitting in on the meeting, the group toured Arrow Park.

The TRW delegation was hosted by BRUCE KERR (Manager, Industrial Relations), who said Parker's 25-year-old Scanlon Plan is considered to be one of the most successful in the U.S., a fact reflected in the number of inquiries and visits soliciting information on its operation at Parker/Janesville.

PARKER  
PEN

# SHOPTALKER

Issue 949 - Continued

At the annual meeting of the Greater Janesville Corporation held last week, several major projects either completed, underway or in planning stages were available for inspection by members of the organization which is dedicated to improving center city. On hand was a scale model of the Court Street headquarters building as it will look when completely renovated, and PHILIP HULL (Vice President/Manufacturing and Facilities) was on hand to answer questions concerning the Parker project. ROBERT FANELLA (Vice President/Research and Corporate Quality) is a newly-elected member of the GJC board of directors.

An article appearing recently in Mukwonago's weekly newspaper highlighted Trent Engineering and JERRY FLYNN (Manager, Trent Engineering), who supplied facts and figures regarding the operation in East Troy. Classified as "light industry," the Trent facility originally finished small parts for Parker. After it was acquired by Parker in 1946, operations were concentrated on requirements for stainless steel and precious metal parts, primarily for ball pens. Although the finishing of parts remains a primary function at Trent, specialty jobs are also undertaken. The Trent operation, an extension of Arrow Park, employes approximately 40 people from the area.

Celebrating its first year of existence, Arrow Park's "Pen Line News" held an awards banquet at the Orleans Room in mid-June. Editor HARRIETTE WECKERLY (Assistant to Industrial Relations Manager) and JIM HULL (Director, Manufacturing and Product Development for North America) cited the staff for its cooperation and contributions during the first year of publication. Manufacturing Division personnel invited to share the occasion were PHILIP HULL, ROY SWANSON, BRUCE KERR, MEL GOODELL, ROY WANDA, DON DRAHEIM, RAY SPAULDING and JIM KUKUK.

Anyone visiting the Chicago Museum of Science and Industry can now browse through "The Money Center," an arcade of values, concepts and insight into the American free enterprise system. Sponsored by Continental Illinois Bank, the exhibit endeavors to show through graphic, visual displays how time has affected the price of many of our commonly-used items.

In addition to Parker writing instruments, value comparisons are drawn for products made some 60 years ago and those made today by General Electric, Goodyear, Bell & Howell, Singer and Western Electric. The 2,500 sq. ft. exhibit, located immediately to the left of the main entrance, will be seen by approximately three million visitors yearly for the next five years.

In conjunction with its first annual convention to be held in Kansas City in August, Lefthanders International has announced its 1979 "Lefthanders of the Year." They are former President Gerald Ford, male entertainer Richard Dreyfuss, female entertainer Kristy McNichol, musician Paul Williams, and athletes Rod Guidry, Ken Stabler, Dave Cowens and Bruce Jenner.

## PEOPLE TALK

Disability retirement will be taken at the end of July by HAROLD TUBBS (Screw Machines), who has been with Parker 37 years and 10 months.

PARKER  
PEN

# SHOPTALKER

for  
Parker Pen  
Employees

30 July 1979

Issue 950

Parker advertising in trade media resumed in July when ads began appearing in such well-known and widely-read publications as *Jeweler's Circular-Keystone*, *Women's Wear Daily*, and *Catalog Showroom Business*. An ad in the latter will remind dealers that only Parker offers so many ways to sell gold, while the others will feature either Ms. Parker by Pucci or multi-product ads on the B-5, 50B and 25B lines. Eleven trade ads are scheduled to run in late summer issues.

From October through December, a total of 57 brand development ads will run in national media such as *Sports Illustrated*, *Time*, *U. S. News & World Report*, *Wall Street Journal*, *Business Week*, *New Yorker*, *People*, *National Geographic*, and a few specialty magazines. In addition, Parker will advertise the Heritage Collection in major magazines and cities. The pre-Christmas advertising is aimed at reinforcing Parker's established image as "maker of the world's most wanted pens."

In view of the modified manufacturing relationship created when Parker-Garrick was established, and the election of early retirement by JOHN PIEKARSKI (Manager, Test Run Engineering and Fabricating), the decision has been made to terminate the operations of TREF at the end of August. ROBERT FANELLA (Vice President/Research and Corporate Quality), in making the announcement said TREF has been providing assistance in the Premium area since 1959, making limited runs of special products and modifying other products for unusual applications. Several of Parker's smaller subsidiaries have benefited also from TREF's machine-shop capability. Mr. Piekarski has been manager of the function since 1969.

Although not apparent to the uninitiated, work on the Court Street renovation is progressing at a satisfactory pace. At ground level or below, concrete walls and foundations and pilings are in various stages of construction, while on the roof removal of reinforced concrete continues. As one unidentified sidewalk superintendent commented, "Remodeling a building is a little like cleaning a closet -- there's always a gigantic mess before you can enjoy the completed project."

JOHN C. ROBERTS joined Parker today as Manager of Personnel Development, a position with responsibility for the initiation and implementation of career and management development programs, performance appraisal systems and assistance to managers in performance of personal-related duties. Dr. Roberts, who will report to GENE SEIBERT (Vice President/Personnel), was a corporate psychologist with Eli Lilly and Company, Indianapolis.

Publisher Malcolm Forbes has been quoted as saying, "Putting pen to paper lights more fires than matches ever will." The reference was sent in by CARL E. PRIEST (Director Emeritus).

## PEOPLE TALK

During the month of July, GENEVIEVE TOBIN (Shipping) observed her 45th service anniversary with the company. And, after 33 years with Parker, CARL NICKOLS (Stock Handler) will begin disability retirement at the end of July.



PARKER  
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# SHOPTALKER

6 August 1979

for  
Parker Pen  
Employees

Issue 951

Leading up to the holidays, Parker dealers across the U. S. will feature a Gingerbread House stocked with popular-priced gift suggestions for the discriminating shopper. Looking good enough to eat, the attractive, seasonal display is available with two assortments: Traditional Jotter and 45 Flighter ball pens and sets, and/or Flighter CT and Special Floating Ball pens. There is in addition a Jewel Case display with an assortment of Classic Flighters and sets.

Marketing materials working hard for dealers and Account Managers are a Product/Price List, envelope mailers on the new Heritage Collection and other high-line products, a Co-op Ad Planner, and a Consumer Catalog. The latter, in single-bound format, "tells and sells" the Parker story for the consumer who might not know the company and its reputation for fine products.

Contractors for the Court Street renovation this week will insert bracing tie-backs beneath ground level floors on the north side of the building where concrete pilings have been drilled into position. Insertion of the tie-backs will permit excavating and the subsequent pouring of footings to support the elevator/restroom shaft. Inside Building No. 2, foundations for the new steel columns needed for additional support are being completed.

Building No. 2, which formerly housed the Records Center and Model Shop and which still is occupied by Research and Quality Assurance, was completed in 1930 when additional manufacturing space was essential for the growth of the business. It served in this capacity until Arrow Park was built in the early 1950's. The two-story extension to the original building stretches west to South Parker Drive, and contains approximately 19,000 sq. ft. of space.

ANDREW DE WITT on August 1 joined U. S. Export as Traffic Manager, reporting to TOM SEVERINO (Customer Services Manager). Mr. DeWitt formerly was associated with General Electric's Medical Systems Division in Milwaukee.

NANCY BRAUN (U. S. Export) has been promoted to Engineering Clerk in the Manufacturing Division where she will report to GEORGE HOFFSCHMIDT (Chief Designer/Engineering). Assuming her former position as Order Processor is ELIZABETH ANASON, who joined Parker today. She will report to ISLA SCHUMACHER (Order Processing Supervisor), U. S. Export.

Here this week from Parker/England are MIKE BUTLER (European Area Marketing Manager), MALCOLM TROAK (Engineering Manager), and OWEN JONES (Production Engineering Manager). Mr. Butler is conducting business with U. S. Export, while Messrs. Troak and Jones are involved with people and processes in the Manufacturing Division.

Visiting here in May was Mr. Ghulam Husein N. Nakhoda, Managing Director of Raziki Ink Company, Ltd., a Parker affiliate in Pakistan, and in June, Mr. Robert Bockweg and family. Mr. Bockweg is with Fortress Handelmaatschappij, distributor for Parker in the Netherlands.

PARKER  
PEN

# SHOPTALKER

Issue 951 - Continued

Subsidiary Item No. 1: Described as bigger and better than ever, Norm Thompson's new fall catalog went out last week to some 550,000 customers. Of approximately 350 items, almost 200 are new. Enclosed was a gatefold promoting 12 shearling items priced especially for NT customers until September 8.

Thanks to the energy situation, the mail order industry is getting a big boost from Uncle Sam, whose U. S. Postal Service trucks are sporting bumper stickers urging consumers to "Save Energy -- Shop by Mail."

Subsidiary Item No. 2: Representing all employes who contributed to a fund for the purchase of kidney machines, two members of the Parker/Newhaven plant had opportunity recently to see their money in action. During a tour of the Royal Sussex Hospital Renal Unit, PAM BURNARD (Assembly) and PETER BLABER (Foreman/Assembly) presented Dr. Anthony Trafford, Director of the Renal Unit, with a check for £1,000, bringing total contributions to the deserving cause to £3,500.

At the recent American Advertising Federation convention, two Wisconsin companies shared top honors in the Annual Report category. Tying for first place were Oscar Mayer, Madison, and The Parker Pen Company. Parker's FY1978 annual report was entered by Design North, Inc., of Racine, the firm which collaborated with Creative Services and others here to produce the "Addy" winner. News of the prestigious award was received by MATT GREEN (Creative Services Manager), who said Parker was one of 81 winners selected from over 900 entries. To be eligible for the national competition, entries must first place in district or regional judging.

From WIMA's latest bulletin: A survey to determine waste generation in the U. S. may involve selected members of the pen and marker manufacturing industry. Commissioned by the Environmental Protection Agency, TRW, Inc. of Redondo Beach, California, will measure the volume of waste with the aim of limiting or reducing it. ... A survey conducted by Office Products magazine foresees unusually good sales opportunities in the 1980's among banking, financial and insurance companies as well as areas of transportation, communications and public utilities. By implication, the article says these institutions should be good customers for writing instruments during the next decade. ... A feature article in the January issue of Office Product News which solicited inquiries on products shown resulted in 191 referrals, or sales leads, to Parker. ... During the first quarter of 1979, exports of industry products rose sharply from \$23.9 million last year to \$30.3 million. Imports rose less sharply, resulting in a favorable balance of trade for the U.S.

## PEOPLE TALK

When PHILIP HULL (Vice President/Manufacturing and Facilities) presented his China slides to Arrow Park second and third shifters, SHIRLEY GRAY (Molding) passed the word along to her son's teacher at Orfordville Elementary School. Subsequently, this letter arrived: "Thank you very much for sharing your trip to China with us. Our students learn and remember so much more when they see pictures and hear the stories behind them. The students had to choose one idea each, put it into a sentence, and illustrate the sentence. We hope you enjoy them." Enclosed was the assignment as executed by ten Special Ed youngsters who, according to their teacher, most likely will never travel to the Far East.

# SHOPTALKER

13 August 1979

for  
Parker Pen  
Employees

Issue 952

Four Account Managers who on December 15 have exceeded sales quotas by the greatest percentage will attend Super Bowl XIV in Los Angeles the following month. Having earned the "Most Valuable Player" award, the four will be guests for the weekend of Sports Illustrated, with activities to include a tour of Disneyland and dinner at the California Yacht Club at Marina Del Rey.

Determined by the same formula, the next four AM's in each region will earn a trip to a top collegiate bowl game. On New Year's Day, winners in the Eastern, Central and Western regions will attend respectively the Orange, Sugar and Rose Bowl games. Says JOHN GEARY (National Sales Manager), "Incentives are a time-honored method of achieving sales results. They've been highly successful at Parker in the past, and we feel this latest program will do its share in our effort to top previous sales records."

Last week, the freight elevator at Court Street went up, up, and away as a crane removed it permanently from its shaft. With the eventual installation of two new passenger elevators in the service core to be erected on the north side of the building, the present elevator just off the Division Street entrance will be used for freight. Meanwhile, passengers on occasion may find they are sharing space with assorted bales and boxes of supplies, equipment, and hard-hat construction workers as the remaining elevator does double duty.

Despite gas shortages and escalating prices associated with travel, the number of visitors touring Arrow Park during June and July of this year is down only slightly from those recorded a year ago. According to CHARLOTTE MC WILLIAMS (Arrow Park Receptionist), a total of 937 people took the guided tour during the first two months of summer, compared with 1,048 last year. Included in the totals were 83 and 80 overseas visitors for '78 and '79 respectively.

Countries represented in the latest June-July influx of visitors were France, Japan, Spain, West Germany, Switzerland, Holland, Italy, and the Virgin Islands. Only on rare occasion is it necessary to enlist the services of a bilingual Parker employee.

A mini-seminar was held on July 23 for a University of Wisconsin-Whitewater summer class of high school teachers who specialize in career counseling. Thirteen students, a representative from the National Alliance of Businessmen which sponsors the guidance program, and class instructor L. J. Varah were welcomed by HERB HUEBNER (Personnel Manager), who addressed the group on the subject of careers for the college bound. Secretarial and technical careers were covered by MARION HILL (Personnel Administrator), and factory opportunities by BRUCE KERR (Manager, Industrial Relations). A tour of Arrow Park was included in the agenda.

ROGER DIDERICH, STEVE REDMER and MIKE STRATY of the Scheduling Department have successfully completed a comprehensive course on Material Requirements Planning sponsored by the Milwaukee Chapter of the American Production and Inventory Control Society. According to ROBERT REYNOLDS (Scheduling Supervisor), the MRP exam is the first of five steps toward certification by APICS. He said Arrow Park began using the modern manufacturing materials planning system last February.

# SHOP TALKER

20 August 1979

for  
Parker Pen  
Employees

Issue 953

A well-known business newsletter stated recently that the "business slowdown" is most noticeable at consumer level, with less traffic and impulse-buying in department stores and smaller shops. Retailers are tightening up, it said, cutting stocks and holding back on new orders. As the holiday season approaches, they will keep close watch on what customers are buying and request rush delivery of small reorders.

Asked to comment on the above, JOHN GEARY (National Sales Manager) stated: "Every year it's pretty much the same with retailers who want to give us smaller orders with more frequent delivery. We know this doesn't work, so we try to arrive at an order that is acceptable to both Parker and the retailer. Parker isn't recession-proof, but our products have a better track record during a recession than, say, major appliances or other high-ticket items."

Filling the new position of Management Controls Consultant is GERALD DAVIS, whose responsibilities will center on the development and improvement of internal accounting controls. In this assignment, he will work with BILL FAUSAK (Director, Corporate Internal Audit). Before joining Parker, Mr. Davis directed area financial operations for Warner-Lambert's European division. The announcement was made by CLARENCE SCHAEFER (Vice President/Finance):

A new three-year contract was ratified on Saturday, August 4, by Panoramic Sintered Specialties and Packaging employees belonging to International Association of Machinists and Aerospace Workers Union Local #1266. Work resumed early the following week at both plants.

In an interview conducted at the State Fair just concluded, Governor Lee Dreyfus commented on the basic problem of how best to fund and control the state's educational system, saying: "We now have six R's -- reading, writing, arithmetic, remedial reading, remedial writing, and remedial arithmetic. We should get back to three."

## PEOPLE TALK

Early retirement effective September 1 will be taken by PHILIP KEEGAN and JOHN PIEKARSKI (Test Run Engineering and Fabricating), and RAY LAWTON (Research-Corporate Quality). In the order named, they have been with the company 10 years, 42 years/11 months, and 33 years/7 months. The last work day for each was August 24, August 31 and July 27, respectively.

ANN NOVACHEK (U. S. Export) has joined the ranks of Parker employees who have passed the battery of exams necessary for qualification as a Certified Professional Secretary. Official certification will come after she has completed two full years as a secretary.

ROBERT "ED" ARN (Retired) will act as general chairman for the 1979 United Way of Rock County fund drive to be activated next month. The campaign, to conclude October 31, will seek to raise a record \$469,964 for some twenty agencies which depend on UW financing to carry on their worthwhile programs. Other Parker people assisting with the campaign will be announced later.

PARKER  
PEN

# SHOP TALKER

27 August 1979

for  
Parker Pen  
Employees

Issue 954

Restructuring of Parker's worldwide writing instrument operations into four areas has been completed, according to an announcement made jointly last Friday by Chairman GEORGE PARKER and President BILL SWANSON, who said full operational responsibility for the manufacture and marketing of writing instruments in the U.S. and Canada will be assumed by WILLI SIEBERGER (Vice President, North American Writing Instrument Group). As Vice President-North American Area, Mr. Sieberger will have reporting to him U. S. and Canadian writing instrument operations, Parker-Garrick, and the Packaging Division of Panoramic Corporation.

In related moves, ANGUS WALTON (Manager Finance-Latin American Area) has been promoted to Controller for all writing instrument groups worldwide, and DAVID BAUM (Controller-North American Finance) has been appointed Director of Corporate Development. In addition to planning and implementing Parker's acquisition and growth strategies, Mr. Baum will oversee three subsidiary operations -- Sintered Specialties, a division of Panoramic; Norm Thompson Outfitters; and Fox Point Sportswear.

Messrs. Sieberger, Walton and Baum will repor. to Mr. Swanson. Other Area Managers are TREVOR WATSON (Europe-Africa-Middle East), DONALD LUKE (Asia-Pacific), and ROGER AXTELL (Latin America).

August 31 will mark the closing of the Kansas City Repair Office which has for some years handled the repair and replacement of Parker products. According to MICHAEL MUELLER (Manager, Customer Services), the decision came after careful consideration and evaluation of the benefits of centralized supervisory control in Janesville vs. Kansas City's location closer to primary markets. Parker AM's will provide corrective labels for any "service kits" dealers may have in stock.

New faces at Arrow Park are those of CHERYL MILLER and LARRY PARR, both of whom began work on August 20. Ms. Miller, a recent graduate of the University of Wisconsin-Whitewater, is a Production Scheduler reporting to BOB REYNOLDS (Scheduling Supervisor). Reporting to ROY WANDA (Manager, Planning and Control), Mr. Parr is Stores Manager with responsibility for internal stock keeping, receiving and warehousing, and material handling operations. He came to Parker from Aqua-Aerobic Systems, Rockford.

Theresa Pelton, a 1979 Craig High School graduate, got valuable on-the-job experience this summer as a labor trainee for J. P. Cullen and Son Construction Corp. Working on the Court Street renovation project, Ms. Pelton learned the basics of construction preparatory to entering the University of Wisconsin-Eau Claire as a first-year civil engineering student. Commenting on her choice of vocation, Ms. Pelton said her interest in math and science, and the fact that her father is a civil engineer, influenced her strongly in that direction.

Ms. Gayle Tyner, a Portland training consultant, recently shared good writing techniques with all Norm Thompson customer service representatives and other employes whose daily responsibilities include the writing of letters. The two-day seminar emphasized that correspondence should be concise, and that it can be lively and fun.

PARKER  
PEN

# SHOPTALKER

for  
Parker Pen  
Employees

4 September 1979

Issue 955

With the restructuring of Parker's worldwide writing instrument operations into four areas, announcement has been made that the following individuals and functions will report to WILLI SIEBERGER (Vice President/North American Area): JAMES HULL (Director, Manufacturing and Product Development), BAYARD RENNINGER (Director, National Marketing), PHIL RITZ (Director, International Marketing), DAVID REINERT (Controller, North American Area), BRUCE KERR (Director, Personnel and Industrial Relations), SAM JAFFA (President, Parker-Garrick), WILLIAM JUDD (President, Parker/Canada), and GENE SMITH (Administrative Director).

Mr. Sieberger indicated that the area restructuring will result in changes within several of the above functions, and that these will be announced at a later date.

In process of construction adjacent to the Division Street entrance at Court Street is a below-ground "areaway" which, when completed, will serve two purposes -- it will contain an auxiliary generator for use in emergencies, and through ground-level gratings will pull air into the building. The space will also vent any unusual air pressures which might build up inside the building.

Parker people in the news: Along with other top company executives from Wisconsin, GEORGE PARKER in a recent edition of the Milwaukee Journal replied to a question posed by the paper: "Should the government help Chrysler?" Although basically opposed to government interference, Mr. Parker suggested several ways it might assist Chrysler in resolving its monetary problems. ... PHILIP HULL (Vice President/Manufacturing and Facilities), who was quoted extensively in the August 18 issue of the Janesville Gazette on subjects ranging from his Parker work career to the energy situation as it applies to business. ... RUSSELL FRENCH (Sales Manager/Special Markets) in The Counselor magazine joined other winners of the "Man of the Year" Segal Award in offering opinions on the future of specialty advertising.

Esquire magazine's book critic, Geoffrey Wolff, recently reviewed three books about the children of Naples, whom he described as resourceful and wise beyond their years. In a personal reminiscence preceding the review, Wolff tells of an incident in 1961 when for \$10 an enterprising Neapolitan youngster sold him a watch and a maroon-and-gold Parker "51" pen. Said Wolff of the purchase: "The watch kept accurate time for twenty-four hours and then quit. The pen never wrote, or even accepted ink, because it was merely an empty shell, in fact stamped 'Parker 51.'"

JAMES ARNESON (Foreman, Plating and Tubbing) transferred recently to Planning and Control as Foreman of the Finished Parts Stockroom, a position which reports to ROY WANDA (Manager, Planning and Control). On August 27, PATRICK FARRITOR joined the Manufacturing Division as Foreman of Plating and Tubbing operations, reporting to ELMER GLYNN (General Foreman, 2nd Floor & Metals).

## PEOPLE TALK

Twenty-five-year employment anniversaries were observed in August by MARGARET OSMOND (North American Finance) and ROBERT WEPKING (Toolroom), while 35-year anniversaries were observed by MILDRED CADWELL (Floor Inspector), SYLVIA MENZ (Metals), and RAYMOND URBANOWSKI (Foreman, Production and Shipping).

PARKER  
PEN

# SHOPTALKER

10 September 1979

for  
Parker Pen  
Employees

Issue 956

Realignments and reassignments emanating from the new North American Area are as follows:

BAYARD RENNINGER (Director, National Marketing) has announced that URBAN CANFIELD will fill the new position of Assistant National Sales Manager. Other new positions will be filled by JOYCE GRAY (Distribution Coordinator), ROBERT FERNHOLZ (Sales Services), MICHAEL MUELLER (Manager, National Marketing Services), JOYCE ARCHER (Marketing Services Administration), MATT GREEN (Manager, Marketing Communications), and JOAN WOLFE (Co-op Administration and Supplies Coordinator).

DAVID REINERT (Controller, North American Area) will have reporting to him JAMES ZIGLER (Supervisor, Payroll Operations), GERALD SOMMERFELDT (General Accounting Supervisor), HOWARD MEDROW (Manager, Accounting Data), BRUCE LAUTENSCHLAGER (Senior Staff Accountant), GEORGE ROHRBACHER (Credit Manager), ROBERT MC LAUGHLIN (Manager, Domestic Order Processing), and MARVIN BARNES (Manager, Office Services). Also reporting to Mr. Reinert is a new function, Budgeting and Financial Analysis, staffed by Marketing Operations Analysts CHRIS MARQUEZ and JARRETT GOODMAN.

Reporting to BRUCE KERR (Director, Personnel and Industrial Relations) will be HERB HUEBNER (Manager, Personnel), MARION HILL (Personnel Administrator), JOHN ROBERTS (Manager, Personnel Development), and HARRIETTE WECKERLY (Assistant Manager, Labor Relations).

JAMES HULL (Director, Manufacturing and Product Development) has reporting to him ROY SWANSON (Division Controller), ROY WANDA (Manager, Planning and Control), MEL GOODELL (Manager, Quality Control), DONALD DRAHEIM (Manager, Production and Shipping), JAMES KUKUK (Manager, Manufacturing Engineering), RAY SPAULDING (Manager, Product Development), and HENRY PRUST (Vice President/Panoramic).

Latin American visitors here last week were JUAN CARLOS GENTILE and ENRIQUE PEREYRA, respectively Manager and Controller for Parker/Argentina. This week, HERNANDO CARDENAS, General Manager of Parker/Colombia, and STEWART SKIDMORE (Retired) will spend a couple of days in Janesville. While here, Dr. Cardenas will be feted at a retirement party.

Starting with the Wisconsin-Purdue game Saturday, September 8, outstanding celebrities, coaches and scouts will receive a Parker B-5 for guest appearances during half-time interviews conducted by Earl Gillespie and Ted Moore. The 11 games making up the 1979 Wisconsin schedule will be aired over some 23 state stations.

At home games this season, look for Parker's full-page ad in the Badger football program. Components are a ball pen superimposed over the company symbol and a large, red "W," respectively identified as "The mark of distinction" and "the

PARKER  
PEN

# SHOP TALKER

17 September 1979

for  
Parker Pen  
Employees

Issue 957

An answer to allegations by a South American firm will be filed by Parker attorneys within the next few weeks, according to ROBERT COLLINS (General Attorney), who indicated that C. A. Pardo and Mosquera, Sucrs and Vetinde, of Venezuela, is seeking \$29 million for claimed loss of business after termination of its distributor/dealer agreement.

Allegations that Parker conspired to monopolize the manufacture and sale of pens in Venezuela were flatly denied by the company in a news release which stated that the suit is "baseless and completely without merit."

Corner offices on three sides of the Court Street building are being altered as construction workers prepare for installation of steel supports. Temporary but weatherproof partitions will permit occupation of the offices during this phase of renovation. Work on the west corner of the building, where the elevator/restroom core is to be added, is scheduled to begin in mid-to-late October.

In the near future, holes for future steel work will be drilled along the east and south walls on third floor. Removal of ceiling tiles on the perimeter will precede the drilling.

With the recent transfer of COLLEEN KLUG (North American Finance) to North American Marketing, where as Secretary/Statistical Researcher she reports to JERRY GOODMAN (Marketing Operations Analyst), DIANE BENT (General Accounting) has been promoted to Accounts Payable Clerk II. She and her replacement, LAURY POPP who joined Parker on September 17, report to JERRY SOMMERFELDT (General Accounting Supervisor). Also within the General Accounting section of North American Finance, BONNIE NIGHTENGALE has assumed the position of Accounting Coordinator/Analyst.

HARRIETTE WECKERLY (Assistant to Manager, Industrial Relations) has been promoted to the position of Manager of Industrial Relations. BRUCE KERR (Director, Personnel and Industrial Relations), who made the announcement, said the promotion was effective September 10.

A giant-size Big Red pen loaned by Parker to the Janesville Gazette occupied a prominent spot at the newspaper's Walworth County Fair booth. As a prop, the pen added significance to an invitation to fair-goers to fill out a ballot indicating how they felt about a number of today's vital issues. So successful was the Gazette's first such venture into polling that the outsize pen may be borrowed again next year to lend eye appeal and impact to a similar project tentatively planned for the Rock County 4-H Fair.

Parker people assisting with the 1979 United Way of North Rock County drive for funds which will kick off later this month are DAVID BAUM (Director, Corporate Development), Corporate Chairman; HOWARD HERRIOTT (Legal Counsel), group chairman in the Industrial and Commercial Division; and GENE ROHLMAN (Public Relations Manager), Public Relations Chairman. Assisting Mr. Baum with Corporate Division contacts are NORMAN AULBAUGH (Director, Management Information Systems), JAMES HULL (Director, Manufacturing and Product Development), and ANGUS WALTON (Writing Instrument Group Controller). The Parker chairman for internal solicitation will be announced at a later date.



PARKER  
PEN

# SHOP TALKER

Issue 957 - Continued

Typical of local students who go abroad under the auspices of various international support groups, Karilyn Halfmann took along a supply of Parker products to be used as gifts. While still in France, she wrote as follows: "The Parker pens were a great success. I gave one to each member of my host family, of which there are five. They love them! The boys wanted a car, but they were very grateful all the same." The last sentence refers to the fact that Karilyn's father is a Janesville GMAD employe and, of course, Chevrolets don't pack well.

Linda Hendrickson, A.F.S. student from Craig High School, wrote saying: "My Indonesian father and mother were very pleased with their pens. My father had high praise for the Parker name, and he thought it was interesting that a world-known name started in my city of Janesville."

A 601-foot-long scroll holding 25,242 signatures constituted a "Special Invitation to Pope John Paul II" to visit Milwaukee when he is in the U.S. The scroll was reported to be as long as the First Wisconsin Center is high, and the drive to obtain names concluded August 20. Unfortunately, the gigantic effort didn't pay off; Milwaukee, as it turned out, is not on the Pope's itinerary.

## PEOPLE TALK

September 28 will be the last work day at Parker for RONALD FREEMAN (Manager, Model Shop), whose retirement will be effective the first of October. He has been with the company 33 years and one month. Voluntary early retirement will be taken September 30 by DELORES KRUG (Gold Nib), who also has been with Parker 33 years, one month. Her last work day here was February 2.

Fourteen members of the Credit and Collection Department, whose years of employment at Parker spanned the years 1943-1976, got together recently for "lots of yakking," according to MARIE CLARK (Retired), who reported the event. Although the group has met from time to time over the years, the talkfest at the Ramada Inn late in August was the third consecutive annual reunion.

Completing its 29th season, the Parker Women's Golf League held its annual Awards Day on Saturday, September 8, at Meadow Springs Country Club, Jefferson. Trophies were awarded to Flight winners ANNE NAESER (Records Center), ROBERTA KERR (Research), and AUDREY MC NATT (Systemark), all of whom in their respective flights had ringer scores for the year, and LUCY OLSON (Product Development). HELEN WELLNITZ also was a ringer score winner, and Ms. McNatt was named "Most Improved Golfer."

Also on September 8, the Parker Men's Golf League wound up its season with a Play Day at The Coachmen's Inn, Stoughton. Awards went to BILL CLOSE (General) for low gross, DONALD WRIGHT (Retired), low net "A" Flight, and CLEM SONNTAG (Product Development), low net "B" Flight.

Heading up current Parker Athletic Association activities are WILMA NAATZ (Final Assembly), President of the Women's Bowling League, and KENNETH SIME (Receiving), who is President of the Men's Bowling League.

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# SHOPTALKER

24 September 1979

for  
Parker Pen  
Employees

Issue 958

"Delphi II," the annual planning meeting for U. S. National personnel, took place this year at Sterlingworth, Delavan. The two-day workshop which concentrates on marketing planning takes its name from the oracle in Greek mythology who was consulted before any significant undertaking. BAYARD RENNINGER (Director, National Marketing) said the meeting was attended also by WILLIAM JUDD (President, Parker/Canada), PHIL RITZ (as Director, U. S. Export), ROBERT CURRY of Parker-Garrick, and JWT Vice President Robert Hielscher, who is agency supervisor of the Parker account.

Regional Managers met in Janesville with U. S. National staff members at the close of Delphi II.

Announcement was made on September 20 of the appointment of PHILIP RITZ (Director, U.S. Export) to the position of Executive Vice President of Parker-Garrick. In that capacity, he will report to SAM JAFFA (President, Parker-Garrick).

Following a previous announcement which integrated subsidiary order activities with distributor orders, all domestic, export and intercompany order servicing has been consolidated in one functional area with the naming of TOM SEVERINO (Customer Services Manager) as Export Manager for the North American Area, a position which will report to DAVID REINERT (Controller, North American Area).

At the same time, Duty Free will transfer from U. S. Export to National, with the function reporting to BAYARD RENNINGER (Director, National Marketing). JAMES MC CARTHY is Marketing Services Manager-Duty Free.

Completion of roof demolition coincided with the arrival last week of the first shipment of structural steel for the renovation project at Court Street. At ground level, forming of the plaza walls continues, and some backfilling has been done in that area. In process are footings north and west of the building, and plumbing and electrical work is progressing on fourth floor and in Building No. 2.

Sparks from a welder's torch ignited drapes in a third-floor corner office during the noon hour last Wednesday. The blaze, which also scorched some ceiling tile, had been extinguished by the time firefighters arrived on the scene. Smoke ejectors cleared the air in the area.

Responses to a survey on executive handwriting are being tallied by Parker's PR Department, which set up the project in cooperation with the National Secretaries Association, International. End object of the survey, says GENE ROHLMAN (Public Relations Manager), is to confirm a WIMA assertion that illegible handwriting costs American business millions of dollars a year, and then to publicize the results. Of some 28,000 NSA members, 500 were selected at random to receive the questionnaire probing the impact an executive's handwriting has on secretary efficiency. Thus far, the percentage of response has been "outstanding."

PARKER  
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# SHOPTALKER

1 October 1979

for  
Parker Pen  
Employees

Issue 959

JEAN DELEPLANQUE has been elected to the position of Vice President-Technical Operations, Writing Instrument Group, effective 1 October 1979. He will be located in Janesville, reporting directly to E. WILLIAM SWANSON, President and Chief Operating Officer. In this new position, Mr. Deleplanque will assume responsibility for the Corporate Research and the Corporate Quality Assurance/Service activities in addition to the staff manufacturing and facilities responsibility.

Mr. Deleplanque brings to this assignment over 15 years of experience at Parker -- as Manufacturing Manager at Parker France, European/African Area Technical Advisor and, most recently, as Managing Director of Parker Germany. He will relocate with his family to Janesville immediately.

Structural steel for a section of the headquarters building began going up last week at the southwest corner of the main building. The steel framing will rise to the fourth floor of the building, providing an extension of existing space of about 200 square feet per level for levels one through four. At street level, the new section will overhang a secondary plaza and south entrance to the building's lobby level.

Given good weather and on-time deliveries of steel, the framing should be erected in about four to five weeks. Subcontractor for the project is Kupfer Steel, Madison.

Manpower is currently conducting a nationwide ad campaign to recruit temporary office employes for its more than 500 offices in the U.S. The campaign theme is, to be a "Get-Out-of-the-House Wife," emphasizing that many housewives and mothers who wish to use their office skills on a part-time or temporary basis use Manpower's program as a viable option to full-time employment and its 40-hour-per-week commitment. Attractive ads are being placed in leading national magazines for women as well as major U.S. dailies. Spot TV commercials are also woven into the campaign on a nationwide basis.

The upcoming October issue of PARKER WORLD will carry a detailed story on the program as a side bar to a feature on working mothers at Parker Pen operations in the U.S., England and Spain.

## PEOPLE TALK

Employment anniversaries were noted in September by ELOIS WILSON (North American Finance), who reached the 25-year mark, and MARDYTH GOLZ and CHARLES DAMPIER (Shipping), both of whom have been with Parker for 35 years.

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# SHOPTALKER

for  
Parker Pen  
Employees

## UNITED WAY CHALLENGE!

MONDAY  
OCTOBER 8, 1979

Parker Pen employees in Janesville have challenged the Company to match dollar-for-dollar their contribution through the in-house campaign to the UNITED WAY OF NORTH ROCK COUNTY. The in-house campaign chairman, JAMES HULL (Director of Manufacturing and Development - Arrow Park), says that the challenge has been accepted with enthusiasm by the Company, and the plan will be in effect during the week's employe drive at the Arrow Park, Court Street, Colvin and Helgesen facilities.

Hull noted that this year's Parker Pen campaign goal is \$26,152.

Employees in all departments will be scheduled to attend half-hour meetings on Company time during the five-day period of October 15 through 19. "We want to provide a chance for all employes to see the national United Way film which explains how the program works and demonstrates how your contribution stays in North Rock County to assist the 19 human-services agencies that provide help to all of us in need in this area," Hull reported.

Hull also said: "Unless we have been a direct recipient of a benefit, it is difficult to remain aware of the work and contribution those organizations make to our everyday lives. The Parker Pen Company believes it has the responsibility to reach as many community people as possible with the advantages of United Way contributions."

Employees will be notified which meeting they are scheduled to attend by a representative in their area or department. These representatives and other various chairmen participating in the drive will be named in special issues of SHOPTALKER to be published this week.

The goal of the community-wide campaign, being headed by ROBERT "ED" ARN (Retired), is \$469,964.



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# SHOPTALKER

Issue 960 - continued

The Company last Tuesday announced financial results for the second quarter and first half of Fiscal Year 1980. For the quarter (June through August), consolidated net sales for all operations, including Manpower, increased 29 percent over the same quarter last year -- from \$132,883,000 to \$171,003,000. For this year's first half, consolidated net sales rose 26 percent, from \$250,706,000 to \$315,280,000.

Of the net sales figure for the quarter, the Janesville Writing Instrument operations contributed \$14,345,000. For the half, this group has contributed \$29,877,000.

In a letter to stockholders, Chairman George Parker and President E. William Swanson said that business for both the writing instrument and temporary help operations continued to show geographic balance and strength, indicating prospective record years for both units.

ROGER AXTELL (Vice President, Latin American Area) has announced that GILBERTO GONZALEZ will assume the duties of General Manager, Industrias Parker de Colombia in Bogota, succeeding Hernandos Cardenas, who will begin retirement at the end of the month following 18 years' association with Parker. A native of Colombia, Gonzales received a degree in business administration from Florida State University. He had formerly been with the Kellogg Co. in Central America.

## PEOPLE TALK

ADA HOESLY and EVELYN PETERSON (Arrow Park) will mark their 45th anniversary with the Company this month. GERALD FISHER at Arrow Park has reached the 35 year milestone. The silver anniversary acknowledgement goes to three employes in October: KENNETH SHAW (Arrow Park), BUD BOWEN and JOHN GEARY (North American Area Marketing).

PARKER  
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# SHOPTALKER

for  
Parker Pen  
Employees

11 October 1979

Issue 965

Employees of the Janesville Writing Instrument operations and Corporate Management will be presented the message of the 1979 United Way Drive for North Rock County at more than 40 meetings to be conducted by co-workers throughout the plant and offices during the course of this week. This year's goal for Parker employees is \$26,152, and the Company will match or exceed the employee total contribution with a corporate gift. All funds raised will be used to support 19 human-service agencies that operate in Rock County and are associated with the local United Way office.

At the meetings, employees will see the national United Way film, starring Mickey Rooney, receive a briefing on the merits of the local programs by co-workers and have an opportunity to fill out pledge cards or make a direct contribution. Special issues of SHOPTALKER next week will report progress toward the solicitation goal.

ROBERT W. WILKINSON has joined the Company as Senior Financial Analyst in the Budget and Financial Analysis Department of the North American Area. He had been with Wheel Horse Products, Inc., South Bend, Ind., a subsidiary of AMC Corp. He earned an MBA in finance from the University of Chicago and a Ph.D. in linguistics from the University of Illinois. He will report to DAVID REINERT (North American Area Controller).

THE PARKER PEN COMPANY'S survey of secretaries' opinions of their bosses' handwriting is now complete. In cooperation with the National Secretaries Association (International), Parker last month sent questionnaires to 500 computer-random selected members of the association's 28,000 national membership. 237 of the sample responded, for a 47% return. A few highlights of the survey:

1. 107 said their boss's handwriting was "easy to read," 130 rated the writing "difficult or impossible to read."
2. 230 said that difficult-to-decipher handwriting was a problem and an added expense in their offices.
3. Who are these bosses? 95% over 30, 90% college educated, 90% male.
4. Of those whose handwriting was rated poorly, more than half treat it as a joke or are indifferent.
5. All but one respondent said handwriting should receive greater emphasis in schools.

Results of the survey are now being prepared as media information for potential publication in newspapers and magazines with survey credit going to Parker and NSA. Future programming to improve handwriting could be a valued service by NSA.

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# SHOPTALKER

22 October 1979

for  
Parker Pen  
Employees

Issue 968

As of 2:30 p.m. Friday, a total of \$27,048 had been contributed by Parker employes to United Way of North Rock County. That total surpasses the Parker Pen employe goal of \$26,152, with some 825 employes contacted. Of these, 81 had pledged a Fair Share. Later this week, a special issue of "Shoptalker" will announce the final collection figures.

When NOPA held its annual convention in Chicago recently, a special display commemorated the organization's 75th anniversary. Incorporated in the nostalgic assortment of office memorabilia was a Parker showcase dating from 1927, containing pens and pencils manufactured prior to that time. According to URBAN CANFIELD, ROBERT FERNHOLZ and EDWARD LITTLE, who were responsible for Parker participation in the show, the vintage showcase was quite an attraction.

In addition to loaning the antique case and writing instruments, Parker exhibited its latest product lines at a new booth with built-in display windows. Regional Managers KENNETH FOBES, EDWARD CLARK and ROBERT ENOCHS, and Field Sales Manager for the Central Region, TERRY BOSE, assisted in manning the Parker booth. Parker was the only major writing instrument manufacturer represented at the well-attended convention of office product dealers and distributors.

While structural steel continues to be erected, giving clues to the final form to come, foundations for the loading dock and entryway are in process on the north side of the Court Street building. Blueprints reveal that docking operations will be carried on inside and under the new plaza which will front the renovated structure. As a safety measure, partial demolition of the present elevator penthouse took place on Saturday when other Cullen crews were off the job.

In a promotion effective September 24, WAYLAND "BUCK" HUDSON (Foreman, Second Floor) became Technical Training Manager for Arrow Park. He reports to DON DRAHEIM (Plant Superintendent).

An illustrated and indexed cookbook is now being sold by URW Local #663. The attractively-bound volume contains recipes contributed by union members, and may be purchased for \$5.75 from departmental representatives as posted on bulletin boards. On the committee for the year-long project were COLLEEN NEGUS (Gold Nib), SANDY VINCENT (Metals), and KIM STRICKERT, VERA JENNINGS, CATHY ECKERMAN, KAREN CAPLE, MILLIE SMITH, and Chairman JEAN MC CARVILLE, all of Final Assembly. Eighteen-year-old Cindy Schwartz, daughter of NANETTE SCHWARTZ (Final Assembly) illustrated the cookbook.

## PEOPLE TALK

Friday, November 9, will be the last work day at Parker for LORAINÉ DAVIS (North American Marketing), whose early retirement will be effective the first of December. She has been with the company 23 years and one month.

NANCY SPENSKE (Final Assembly) has been appointed to a committee of 10 administrators, teachers and citizen representatives which will study projected enrollments of Janesville public schools over the next five years. Mrs. Spenske will represent labor on the long-range planning project.

PARKER  
PEN

# SHOPTALKER

29 October 1979

for  
Parker Pen  
Employees

Issue 971

Parker employes received recently a copy of the company's written policy on "Conflicts of Interest," a comprehensive booklet spelling out the types of activity which could conceivably create problems in the employe/employer relationship. To be administered and interpreted by a committee appointed by Chairman GEORGE PARKER, the policy follows the company's "Statement of Business Principles" which issued last year.

Basic to the "Conflicts of Interest" policy will be the periodic assurance of employes in sensitive positions that no involvements exist with outside concerns doing business with Parker, or which are in competition with the company, its subsidiaries or affiliates.

A status report on the renovation project states that pouring of the plaza entryway cap will take place over the next few days, weather permitting. Adjacent to the plaza, and slightly below, support forms for the subsequent pouring of the loading dock ceiling are being erected. With the arrival last week of the first load of Travertine stone panels, facing will begin soon on the two corners of the building along Court Street.

Announcement of the reorganization of Corporate Accounting has been made by CLARENCE SCHAEFER (Vice President/Finance), who indicated that the reporting of financial information relating to the Writing Instrument Group has been transferred to the office of Writing Instrument Group Controller. With the transfer, TOM OLIVAS as Supervisor of Writing Instrument Group Accounting, and JOHN BANDSMA will report to ANGUS WALTON (Writing Instrument Group Controller).

Parker dealers have been notified of price increases for the following product lines: The 75 Ambassador, 180 Laque, and 75 Sterling. Also increased were prices for the Special Jotter ball pen and Cartridge Pencil, and the Special Floating Ball pen. BAYARD RENNINGER (Director, National Marketing) said the selected price increases were due primarily to the higher cost of materials used in the products.

"Chinese Economy and U. S. Trade: Views From A Traveler," was the subject of a talk made by ROGER AXTELL (Vice President/Latin American Area) before a U-Rock forum. Mr. Axtell's presentation tied in with the University's semester topic on China and the United States in the 1970's.

When Keuffel & Esser, a longtime maker of engineering instruments and documentation equipment, announced that it was discontinuing its line of slide rules, Dun's Review magazine termed the decision "as shocking as if Parker had stopped making pens or Campbell had ceased condensing soups." The Morristown, New Jersey, firm has been making its calculating ruler, known by the jawbreaking name Log Log Duplex Decitrig, since 1891.

## PEOPLE TALK

Early retirement will be taken at the end of November by RUTH RICHERT (Final Assembly), who is the most senior employe on the URW #663 roster. Her last work day at Parker will be November 16, after 46 years with the company.



PARKER  
PEN

# SHOP TALKER

5 November 1979

for  
Parker Pen  
Employees

Issue 972

"Parker people do a hell of a lot to make this a good community." -- Anonymous

A final figure computed for the United Way drive includes contributions received since the last reporting of results. Through the end of October, 978 employees contributed \$36,371.54 for a per person average of \$37.19. With the matching corporate gift, a total of \$72,744 will go to the United Way of North Rock County to assist member organizations in meeting their obligations and commitments to the community. Combined, Parker's employee/corporate contributions exceeded its goal by 39 percent.

Parker's FY79 Annual Report was the recipient recently of two awards, a plaque from the National Association of Investment Clubs, and a bronze trophy from "Financial World" magazine. In the first instance, some 400 company reports were rated by amateur, individual investors who came up with winners in 69 different industry classifications, each of which received the Association's Nicholson Award. In the second instance, a panel of top security analysts judged 1,500 entries on presentation of information of interest chiefly to stockholders, security analysts, and very sophisticated investors, as well as on graphics. Plaque and trophy were received here by MATT GREEN (Manager, Marketing Communications), who was responsible for designing the FY79 Annual Report.

It should be noted that "Financial World," which independently appraises 1,600 listed stocks, has given The Parker Pen Company a new rating of A+. The A+ rating, the highest that can be achieved in the listing, identifies top grade issues with conservative capitalization, a consistent dividend record, and substantial earning power even under adverse business conditions.

The Parker Pen Company is an equal opportunity employer, which means there will be no discrimination against any employee or applicant for employment because of race, color, religion, sex, national origin, age, or disability. According to HERB HUEBNER (Personnel Manager), the policy is applicable to all aspects of the employment relationship, including recruiting, hiring, training, promotion and other personnel action.

Organizational changes to strengthen the payroll function have been announced by DAVID REINERT (Controller, North American Area), who said JAMES ZIGLER has been appointed Payroll Administrator, and HOWARD MEDROW will assume the duties of Payroll and Accounting Data Supervisor. In their new assignments, both will continue to report to Mr. Reinert.

Articles appearing recently in trade magazines and travel sections of several leading dailies stated that Parker is placing greater emphasis upon duty free marketing. Quoting JAMES MC CARTHY (Marketing Services Manager-Duty Free), it said: "Duty free sales for Parker make up a substantial share of total sales, and sales in this area are growing at a rate faster than almost any other market." It pointed out also that duty free shops provide an excellent environment for displaying name brands, acting as a "major shop window for high income consumers," ranging from travelers who forget to take along a pen to those looking for last-minute gift items. According to Mr. McCarthy, the Far East -- especially Japan -- is the best duty free growth area, with Latin America and the U. S. close behind.

PARKER  
PEN

# SHOPTALKER

Issue 972 - Continued

When they visited Janesville in 1972, a group of Japanese businessmen associated with Parker presented to the company a Geisha doll in a glass case. It was displayed appropriately at the time, but because Parker has no means of calling attention to a gift of this type on a continuing basis, the feeling grew that the artistic doll might be shared with more people if it were placed in a more public place.

Because creation of such a doll is considered a form of Japanese art, the decision was made to offer it to the Janesville Art League. In accepting the doll, Mrs. Thomas Berg, president of the group, wrote: "Your gift will serve as an educational experience for the school children that come through the gallery each year. The doll adds a new dimension to our permanent collection, which is made up mostly of paintings and a few sculpture." The Japanese doll in its glass case was appraised officially at \$1,500.

Two Lucky Curve pens circa 1914-1917, and a pastel green Duofold made in the mid 1920's, were received recently by Parker Archives. Donated by Miss Harriet McLaughlin, a former employe and aunt of BOB MC LAUGHLIN (Manager, Order Processing), the three pens in excellent condition were accepted by ANNE NÄESER (Supervisor, Record Center). She indicated that such vintage items serve several purposes. Depending on condition, they may replace an imperfect or incomplete model, they may be used in traveling or permanent displays showing model progression over the years, or they may even fill an empty slot in the Archive file of Parker-made products.

Even more recently, a unique pen sold briefly by Parker during WWI was acquired by Archives from a local resident. Capped, the pen resembles a cartridge. For writing, the Sterling silver "bullet" barrel-and-nib assembly unscrews from its 18K gold "cartridge" cap. Sold originally for \$7.50, the pen is now a collector's item because of its rarity.

Crews from the Wisconsin Telephone Company last week installed new and permanent lines into the Court Street building, burying cables to reduce risk of outages caused by weather conditions. In other areas of renovation, steel work continues to be erected, and facing is in progress. Corrugated decking, now overdue, should be delivered this week, and pouring of the loading dock ceiling and plaza cap will begin.

During a six-hour reception on November 1, over 400 co-workers, relatives and friends stopped by the Arrow Park cafeteria to wish PHILIP HULL good luck and Godspeed as he wound up his work career at Parker. In his 45 years with the company, Mr. Hull in the true Horatio Alger tradition progressed from part-time employe to Vice President of Manufacturing and Facilities, a fact pointed out by AL DIOTTE (Executive Vice President/Administration), who acted as Master of Ceremonies for the program which took place late in the afternoon. In behalf of Parker/Janesville employes, he presented Mr. Hull with an Owen Gromme wildlife print, a subscription to the Gazette, and cash.

"Phil Hull Day" was planned and executed by HARRIETTE WECKERLY (Manager, Industrial Relations), DOLORES DILLEY (Secretary/Coordinator), and JAMES "No Relation" HULL (Director, Manufacturing and Product Development). Parker Tour Guides assisted in serving refreshments.

☉ THE PARKER PEN COMPANY

PARKER  
PEN

# SHOPTALKER

12 November 1979

for  
Parker Pen  
Employees

Issue 973

In an unusual gesture, a four-man delegation called on Parker the last day of October to thank the company for its contributions to the community. Speaking for the Janesville Chamber of Commerce, the group assured ALFRED DIOTTE (Executive Vice President/Administration) that efforts expended by Parker in behalf of the community are not taken for granted, and that every dollar is appreciated. The 60 industries visited by "thank you" squads employ 15,800 people and, through payrolls and other expenditures, add some \$400 million annually to the area's economy.

In the delegation calling on Parker were Mr. John Marling of Marling Lumber; Mr. Tom Fagan, of Fagan Ford; Mr. Dave Baus, with the Rock County Bank; and Mr. Duke Kelly, Janesville Brick and Tile.

Promotions announced by BAYARD RENNINGER (Director, National Marketing) are as follows: JAMES MC CARTHY (Market Development Manager-Duty Free) to the position of Manager, National Marketing Services; JEAN-PAUL MARTIN (Product Manager) to Market Research Manager. Subsequently, Mr. McCarthy announced the promotions of ED LITTLE (National Marketing Materials Manager) to Marketing Services Manager, Retail-Wholesale, and PAULA FALK (International Marketing Materials Manager) to Marketing Services Manager, Special Markets. Mrs. Falk and Messrs. Martin and Little report to Mr. McCarthy. The latter reports to Mr. Renninger.

WILLI SIEBERGER (North American Area Manager) has announced that travel arrangements for Parker will be handled by Travel Scope, located at 425 East Milwaukee. To facilitate making arrangements, a direct internal line to the agency through the Parker switchboard is being installed, and a master list of authorized travelers is being prepared for the agency's guidance in processing travel requests. The change in procedures is effective November 15.

Like statistics? Read on. Some 118 cubic yards of cement, equivalent to 283.2 tons, were used last week in topping the Court Street plaza. Three trucks shuttled back and forth to the site, where a concrete pump with a long, flexible nozzle put mix into forms at the rate of 30 yards per hour. Constructed of 185 sheets of plywood, the wood forms contained 15 tons of reinforcing bars. The plaza will be surfaced with a finish coat of cement at a later date.

One of WCLO's familiar "Happy Day" salutes went to JIM HULL (Director, Manufacturing and Product Development for North America) on Wednesday, November 7. Over the air, the station cited Mr. Hull for bringing in Parker's United Way fund drive 39 percent over goal. Earlier in the week, the Janesville Gazette ran a photo showing Mr. Hull presenting a check for \$72,943 to North Rock County chairman ED ARN (Retired), with LOIS DECKER (North American Marketing) and SHELDON LLOYD (Screw Machines) looking on. In the same issue, a Parker ad announced that "We Met the Challenge."

## PEOPLE TALK

Ten weeks into the season, CHUCK HAINSTOCK (Albe Department) holds individual honors in the Parker Men's Bowling League with a 278 game and 661 series. Team honors thus far go to the Rabbits for high game of 1,020 and series of 2,770. The 1979-1980 roster is made up of ten teams.

your name  
5

PARKER  
PEN

# SHOPTALKER

19 November 1979

for  
Parker Pen  
Employees

Issue 974

"We can be justifiably proud of progress made ... over the next few years, we have opportunity to make Janesville the flagship of the corporation."

-- Bill Swanson

Theme of the Annual Scanlon Meeting on Wednesday, November 14, was "The Bridge," symbolic of the cooperation and unified effort necessary for a successful group-incentive plan. It symbolized also the extension of Scanlon to office employees, who last year bridged the gap between Court Street and Arrow Park.

In order of their appearance, program participants were BRUCE KERR (Director, Personnel and Industrial Relations), who welcomed the group and acted as Master of Ceremonies; JOSEPH REILLY (Toolroom), Screening Committee, IAM Local #1266; WILLIAM KLATT (Warehouse), Bargaining Board Chairman, URW Local #663; WILLI SIEBERGER (North American Area Manager); BILL SWANSON (President); Mr. Fred Lesieur, Scanlon Consultant; and JAMES HULL (Director, Manufacturing and Product Development).

In concluding the program, Mr. Hull told some 250 members of the Production and Screening committees and guests representing all divisions of the company that the Scanlon bonus amounted to \$4,733,000 during the most recent plan year, bringing the 25-year total to \$24,866,000. A buffet preceded the program.

Winter Sales Meetings were held on Thursday, November 15, at locations convenient to Account Managers and other regional sales people around the U.S. Traveling teams from Janesville consisted of BOB FERNHOLZ, JIM MC CARTHY and PAULA FALK, who attended the Eastern Region meeting in Philadelphia; BAYARD RENNINGER, URBAN CANFIELD and MATT GREEN, who staged the Central Region meeting held in Milwaukee; and JOHN GEARY, ED LITTLE and JEAN-PAUL MARTIN, principals at the Western Region meeting in Los Angeles.

Theme for the post-Christmas selling season is "Planning-Timing-Execution."

An exercise in reporting concluded just under the November 15 deadline established by the U.S. government when tax forms weighing eleven and one-half pounds went out to the Internal Revenue Service. Responsibility for the filing and paying of estimated quarterly returns, and for following up annually with actual figures, lies with the Corporate Finance Tax Department and, according to DON CARSON (Director of Taxes), Parker reports similarly on the state level. He said that simultaneously with the federal mailing, three pounds of completed forms were dispatched to the Wisconsin Department of Taxation.

It seems singularly appropriate that contestants and officials participating in the Masters of Hang Gliding Championship each received a Swinger pen when the event was held recently at Grandfather Mountain in North Carolina. Restricted to 27 of the world's most proficient pilots, the annual competition determines the sport's champion among champions at staying aloft, maneuvering and landing the man-carrying kites.

PARKER  
PEN

# SHOPTALKER

Issue 974 - Continued

Renovation update: Most of the action is taking place on the north side of the Court Street building where crews are working on the plaza parapet and wall, and steel decking is being distributed to locations where laying will begin soon. Also on the construction docket for this week is the erection of steel for the restroom/elevator core and adjacent areas needing added support.

Project Manager C. E. ZINSMAS (Vice President/Facilities) indicated that the fourth floor of the building will be closed in temporarily with vinyl panels, and steam lines will be run up the now defunct freight elevator shaft as an aid to pouring concrete. He said both measures will permit work to continue as weather worsens.

TOM MC DONALD (Supervisor, Cost Accounting) has been promoted to Manager of Accounting Services, a new position with responsibility for General Accounting, Payroll and Accounting Data, Senior Staff Accountant, and Payroll Administration. He will report to DAVID REINERT (Controller, North American Area), who made the announcement.

A tribute to Parker products came in recently from Mr. Lloyd Syre, who is employed on the "Atlantic. Tankerman Syre said his stainless steel Parker ball pen dropped into a highly corrosive mixture containing 50 percent caustic soda. Cleaning the 73,000-gallon tank the next day, he recovered his pen from the sump and, trying it out, found it "worked the first time." Appreciative of Parker quality and by way of giving the company a vote of confidence, Tankerman Syre purchased a Parker pen and pencil set the next time he needed a gift.

## PEOPLE TALK

BETTY MILLER (Systemark) was named "Sportsman of the Year" by the Parker Athletic Association when it held its annual dinner dance at the Black Bridge Bowl on Saturday, November 3. Presentation of the 1979 Montor Cup Award was made by BERT DYBLE (Director, Corporate Quality), who also addressed the group. Slides of PAA activities were shown and narrated by ROBERT KURANZ (Staff Chemist). Officers of the association are DALE THOMPSON (Supervisor, North American Product Development), President; ROY WADDELL (Plant Facilities), Vice President; ROY SWANSON (Manufacturing Division Controller); and CONNIE BENT (North American Finance), Secretary.

In conjunction with American Education Week, advertisements produced for Parker by local students appeared in the Janesville Gazette on Saturday, November 17. Five of seven ads run were created by children of Parker employes: Robert Anderson, Grade 6, Jefferson School, son of RON ANDERSON (Industrial Engineer); Shari Kirby, Grade 8, St. Williams, daughter of BETTY KIRBY (Inspector, Gold Nib); Kurt Leis, Grade 6, Happy Hollow School, son of BETTY LEIS (Gold Nib); Kelli Renninger, Grade 6, Harrison School, daughter of BAYARD RENNINGER (Director, National Marketing); and David Swanson, Grade 8, St. Mary's School, son of BILL SWANSON (President). The newspaper reported that 1,507 students participated in its third annual "AD-Venture" project.

Duck decoys hand-carved by RICHARD BLUMREICH (Gold Nib) are on display at the Janesville Public Library through November. Although he enjoys hunting ducks, Mr. Blumreich took up carving some four years ago and now has an impressive collection of mallards, canvasbacks, spoonbills, etc., each of which took considerable time to carve and paint.

# SHOP TALKER

26 November 1979

for  
Parker Pen  
Employees

Issue 975

Temporary-employment agencies are going great guns, according to a newsletter directed toward the business community. In major cities such as Houston, Atlanta, Chicago, New York City and Washington, business is said to be up as much as 20 percent. The problem most agencies face is finding enough secretarial and clerical temporaries, and the recruiting of more housewives and retired people has increased as a result.

Earlier this year, recognizing the secretarial/clerical shortage, Manpower ear-  
marked \$500,000 for a demonstration program aimed at bringing the mature  
woman back into the nation's work force.

A new and different television and cinema spot entitled "Farewell" has been produced by the Latin American Area marketing section. Setting for the 30-second TV/60-second cinema commercial is a large international airport where goodbyes are being said by a young, sophisticated couple. She gives him a meaningful gift, and the audience is thereby introduced to Parker's Heritage Collection, called the "Heraldic Collection" in Spanish. For point-of-sale identification, a Cosmo display is incorporated in final footage. RICARDO VALLADARES (Marketing Coordinator, Latin Distributor Markets) said the television/cinema spot is being used by Latin distributors to support year-end sales activity.

Promotions within the North American Area are those of LINDA VODA (National Marketing), from Transcriber to Sales Correspondent, and STEFANIE NELSEN (Finance), from File Clerk to Transcriber. Both report to IRENE KLEINSMITH (Supervisor, Sales Correspondents). The position of File Clerk in the Records Center has been filled by BARBARA BULLIAN, who joined the company November 19. She reports to ANNE NAESER (Supervisor, Records Center).

Also new at Parker are LARRY FORNEY who on November 12 joined the Manufacturing Division as Stores Manager, a position reporting to ROY WANDA (Manager, Planning and Control, and SANDRA EIDEN, who on the 19th became a Programmer in the Management Information Systems department. The former came to Parker from Lima Electric in Lima, Ohio, and the latter formerly worked for Bankers Life and Casualty Company, Chicago. She reports to DAVID PETERSON (Supervisor of Programming).

## PEOPLE TALK

MARGARET SORENSON (Retired), earlier named "Woman of the Year" by the Janesville Heritage Chapter of the American Business Women's Association, was honored at a special breakfast session when the organization held its annual convention in Minneapolis last month. The four-day meeting was attended by 3,500 business women representing 1,600 chapters nationwide.

The Holiday Inn in South Beloit will be the setting of the Annual Office Christmas Party to take place Sunday, December 16. Co-chairmen of the event are TOM MC DONALD (Supervisor, Cost Accounting) and HARRIET SORGE (North American Finance), who said the last day tickets may be purchased is December 3. Theme for the 1979 party is "Christmas International," a name suggested by SUE HABEGER (Corporate Quality Assurance/Services).

# SHOP TALKER

3 December 1979

for  
Parker Pen  
Employees

Issue 976

Keynoters at the recent Winter Sales Meetings predicted that the economic climate during the first part of 1980 will not be the best for writing instruments, but said that many other industries will feel the recession to a greater degree. It was predicted further that as the year progresses, sales prospects will brighten along with the economic climate.

First to be hurt in the weakening boom in consumer buying, which began some four years ago, have been the large "postponable" purchases. Smaller, and relatively less expensive items such as writing instruments, are not expected to feel the downward economic trend as severely, they stated.

By geographic region, the East and Midwest will be the most vulnerable to the slowdown because the manufacture of durable goods is concentrated in those areas, while the more service-oriented South and West will be affected later and, probably, less severely.

National Marketing keynoters were BAYARD RENNINGER (Director, National Marketing), JOHN GEARY (National Sales Manager), and JIM MC CARTHY (Manager, National Marketing Services).

Update on the Court Street Renovation: Crews this week will begin pouring the roof deck, while erection of stone and steel continues. Plumbers have finished their work in Building No. 2 and electricians have taken over, and floors in the Research area will be poured soon. Also soon to be poured are support walls on the outside perimeter of the building.

Here from Bogota last week were GILBERTO GONZALEZ and ARNANDO ALARCON, General Manager and Financial Manager respectively for Parker/Colombia. On their first visit in Janesville, the two participated in FY81 budget planning, met headquarters personnel, and toured Arrow Park. Their four-day visit was hosted by ROGER AXTELL (Vice President/Latin American Area).

For \$1, Santa Claus will respond to a child's Christmas letter, and he promises not to mention toys or favors in the handwritten reply. The "Letters from Santa" service is sponsored by the Milwaukee Jaycettes, who will return the child's letter if a separate, self-addressed, stamped envelope is included. Letters should be addressed to Santa Claus, North Pole, P. O. Box 10152, Milwaukee, WI 53210, and the cut-off date is December 20. Parents are advised to make sure the child's name and address are included.

## PEOPLE TALK

Employment anniversaries were noted in November by GLADYS DALLMAN (Quality Control), and ALFRED DIOTTE (Executive Vice President/Administration). Ms. Dallman has been with the company 40 years, Mr. Diotte 25 years.

Retiring January 1 are EMILY MELAN (North American Marketing), with Parker 27 years and four months, and IRENE SYMONS (Industrial Relations), with the company 32 years and one month. Last work day for the former is December 20, for the latter December 31.

PARKER  
PEN

# SHOP TALKER

10 December 1979

for  
Parker Pen  
Employees

Issue 977

"We couldn't have given anything of greater value or prestige. Everywhere we went, the name 'Parker Pen' was recognized and identified instantly."

-- Governor Lee Sherman Dreyfus

Upon his return from a Wisconsin trade mission to Korea, Governor Lee Dreyfus wrote to GEORGE PARKER expressing appreciation to the company for the quality of its work and the international reputation it has for absolute excellence everywhere. He said Parker's worldwide distribution and reputation helped the trade mission, and that it was able to capitalize on this fact in several ways. Mr. Parker was asked by the Governor to convey to employees the pride he and all members of the mission felt in being able to say, "Parker pens are made in Janesville, Wisconsin."

The gifts given by the Governor to industrial, political and economic leaders were his personalized red Systemarks and a quantity of 75 fountain pens obtained especially for the trip to Korea.

In a very recent analysis of The Parker Pen Company and its financial affairs, the highly-regarded "Value Line Investment Survey" went on record as saying that Parker will probably shrug off the recession, and that Parker stock has wide appreciation potential over the next three to five years. Elaborating on reasons for giving the company an "A" in financial strength, Value Line said the pen business is doing well, and cited as a positive factor the 20 percent-plus annual sales growth rate of Manpower.

Value Line, which delves into minute financial details of company operation, is an aid to the stock owner or prospective investor with more than a casual interest in the market.

Invoices for goods and services procured by Parker now are being paid via a new accounts payable system which went into operation December 1. According to NORM AULABAUGH (Director, Management Information Systems), an average of 3,000 bills are paid each month, including payment for telephone services and office supplies, raw materials used in Arrow Park manufacturing processes, and expense reports. Supplemented by systems developed internally, the new programs automatically match invoices with receiving documents, and calculate and report on purchase price variances to improve control of manufacturing costs.

Replacing a system dependent on punched card equipment, the McCormack and Dodge programs purchased recently were recommended by a project team composed of representatives from Management Information, General and Plant Accounting, and the office of the Treasurer. Because Manpower previously purchased the system, the cost to Parker was reduced by 40 percent.



# SHOPTALKER

Issue 977 - Continued

Renovation update: Largest of three huge cranes used to convey materials from storage sites to points of construction is a 35-ton monster with 160 feet of boom and jib. With delicate precision, it can be seen lifting beams into position where steelworkers bolt them into the skeletal framework which will surround the renovated Court Street building. When the erection of steel is completed this week, crews will concentrate on installation of stone facing panels.

To insure consumers getting what they pay for, especially as it applies to products having to do with writing, a news release went out last month to editors explaining the rules and terms governing gold. Headlined "All That Glitters May Be Only Part Gold," the release quotes FRANK MEINHARDT (Director, Applied Research), who has made a study of precious metals, and who points out that throughout history gold has been the most sought after, fought after metal.

Timely because it precedes the upcoming gift-giving season, the article offers information on karat value and differentiates between rolled, filled and plated gold. Summing up, Mr. Meinhardt advises buyers to stick to name brands and reputable dealers, to examine items for karat and fineness and to know what they mean, and to ask questions if there is any doubt about a prospective purchase.

Opportunity is taken in the article to mention that Parker makes gold-plated, gold-filled and 24K gold writing instruments, and sells them throughout the world.

A new illuminated sign spelling out "The Parker Pen Company Limited" in Optima lettering was erected at Newhaven in October. Designed to dominate the skyline for many years to come, the 100 ft. long by 4 ft. high sign will identify the Parker operation for thousands of British and foreign tourists who pass through the city each year. It was executed in stainless steel with blue trim.

Tours of Arrow Park were taken in November by the Golden Seniors of Morton Grove, Illinois, and by the Beloit Day Services and Nicolet High School, Glendale. In addition to the 72 guests represented by these groups, 122 walk-in visitors registered that month. Last week, 38 tenth grade students from a Madison East High social studies class and 40 members of St. Cyril's Christian Mothers Club of Milwaukee went through Arrow Park, and group tours will conclude for the year when 37 members of the Milwaukee Pulaski High School Automotive Tune-Up Club visit on December 11. Walk-in tours will be available through the following week, according to Tour Coordinator DOROTHY THOMAS (Corporate Relations).

Writer of mystery stories and humor columns in Maryland and Pennsylvania papers, Mrs. Elsin Ann Graffam does all of her rough drafts in longhand. She also holds a warm spot in her heart for Parker, so when in this vicinity recently, she made a point of stopping by to see how her favorite pens are made. Unfortunately, her timing was off and Arrow Park was closed. Although disappointed, Mrs. Graffam ended her upbeat letter by saying, "... the outside of your factory is very nice looking."

## PEOPLE TALK

It was good hunting for GARY BENNETT (North American Finance) who registered three deerkills during the season. On opening day for bows and arrows, he shot a doe, and in November took 3- and 5-point bucks, the latter on a party permit. All were brought down near Dodgeville.

# SHOP TALKER

18 December 1979

for  
Parker Pen  
Employees

Issue 978

With several objectives in view, a trip to South Africa was undertaken in November by Vice Presidents ALFRED DIOTTE (Executive/Administration), RICHARD HOLZNECHT (Corporate Relations), and TREVOR WATSON (Area Manager/Europe and Africa). Accompanied by CHARLES BREETZKE (Managing Director, Parker/South Africa), the three met with government officials, civic and political leaders, and representatives of other U. S. companies. Results of the fact-finding study will assist in determining guidelines and programs for Parker's South Africa operation as the country seeks to resolve its complex cultural and political differences.

A Field Merchandiser Program which began more than a year ago will be expanded during 1980 from six major metropolitan market areas to 15. Explaining the program, BAYARD RENNINGER (Director, National Marketing) said it has two major objectives, to aid in generating greater sales by providing the Account Manager with more productive selling time, and to give Parker the competitive edge in key accounts over the long run.

Field Merchandisers perform such basic tasks as conducting inventories, training clerks, and merchandising products and floorcases. Thus far, the program has been successful in Los Angeles, Dallas/Fort Worth, Chicago, Philadelphia and Cleveland.

Tradition was observed late last week when members of Ironworkers Local #498 "topped out" the new structure at Court Street with a small Christmas tree and the labor group's own blue and white flag. Since this phase of construction began several months ago, an estimated 300 tons of structural steel and 15 tons of decking have been used in renovating the building.

GARY BAPTIST joined Parker on December 10 as Second Shift Production Foreman in the Metals Department. Formerly with Colt Industries, Beloit, he will report to AUGUST WEBER, JR. (General Foreman, Night Shifts).

Within North American Finance, CATHY CHRISTOPH (Record Center) and DORIS PAUTZ (Travel) will join the Export Department's Order Processing section, reporting to BARBARA RUFLEDT (Order Processing Supervisor). New at Parker is SHARON BRUUN who began work in the Record Center on December 10. She reports to ANNE NAESER (Supervisor, Record Center).

What might be the oldest round-robin letter in existence is "The Andersonia," begun 94 years ago by the children of Bjorn and Abel Catherine Anderson, who left Norway in 1836 and eventually settled in Dane County. Over five generations, the number of writers has grown from the original nine who devised the system for bridging time and distance as the family scattered, to 22. Ages of the current round-robin correspondents range from 30 to 82, and it costs \$1.29 to send the letter to the next family on the list.

## PEOPLE TALK

Disability retirement has been taken by HAZEL KRAUSE (Metals) after 33 years and seven months with the company.